

LIFE

IN THIS ISSUE
THE UNIVERSE
FINITE OR INFINITE?

BUSIEST ACTRESS
JEAN SIMMONS

OCTOBER 9, 1950 **20** CENTS

REG. U. S. PAT. OFF.

yours to live with . . .

yours to love . . .



in white

...for keeps

Community
THE FINEST SILVERPLATE

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1950, ONEIDA LTD.

For keeps—fall brides will cherish every gleaming piece of precious Community*, the finest silverplate. They'll love Community's richly beautiful patterns, value the honest wear protection of Community's solid silver "Overlay." And you'll be happy when you find Community—famous Community—in dinner services for eight at your jeweler's as low as \$49.75. No federal tax!

PATTERNS TO LIVE WITH . . . PATTERNS TO LOVE



You can count on keeping your mouth and breath more wholesome, sweeter, cleaner—if you guard against tooth decay and gum troubles *both*. So don't risk halfway

dental care. Use *doubly-effective, doubly-protective* Ipana care for healthier teeth, healthier gums—better all-around protection for your whole mouth.

Keep your Whole Mouth Wholesome!



**"I have confidence in Ipana...
Bristol-Myers makes it,"**

says Bobbie Snow of Woodside, N. Y.

Bristol-Myers, makers of Ipana Tooth Paste, have worked with leading dental authorities for many years on scientific studies of the teeth and gums. You can use Ipana with complete confidence that it provides effective care for teeth and gums *both*. It's another reliable Bristol-Myers product.

**Fight tooth decay and gum troubles with the
one leading tooth paste specially designed to do both!**

To enjoy a healthier, more wholesome mouth—you *must* fight tooth decay. But, dentists warn—you must fight *gum troubles*, too!

With one famous tooth paste—*with Ipana and massage—you can guard your teeth and gums **BOTH**.

No other tooth paste—ammoniated or otherwise—has been proved more effective than Ipana *to fight*

tooth decay. And no other leading tooth paste is specially designed to stimulate gum circulation—*promote healthier gums*.

Remember, Ipana is the only leading tooth paste made especially to give you this doubly-protective, doubly-effective care.

Now, today, start this *double* protection—keep your whole mouth "Ipana wholesome." You'll like Ipana's wholesome, refreshing flavor, too. Get Ipana!

NEW!

*Big economy size Ipana
saves you up to 23¢*



IPANA

For healthier teeth, healthier gums

**NO OTHER ANTI-FREEZE
CAN GIVE YOUR CAR
THE SAME PROTECTION AS**

“PRESTONE” Anti-Freeze
B R A N D

Best protection against

**FREEZING • RUST
CLOGGING • FOAMING**



***You're safe and you know it...
One shot lasts all winter!***

**NO INCREASE
IN PRICE
\$3⁵⁰
PER GAL.**

*The registered trade-marks "Prestone" and "Eveready"
distinguish products of*

**NATIONAL CARBON DIVISION
UNION CARBIDE AND CARBON CORPORATION
30 East 42nd Street, New York 17, N. Y.**



TELEPHONE LINES ARE HUMMING

THIS COUNTRY'S telephone service is one of its greatest assets in time of emergency. It unites millions of people — helps thousands of businesses to get things done quicker — and is a vital part of our national defense.

Since 1941, the Bell System has increased the number of telephones by more than 16,000,000. There are nearly twice as many now as nine years ago. Billions of dollars have been spent for new telephone equipment of every kind. The number of telephone employees has increased to more than 600,000.

All of this growth and the size of the Bell System are proving of particular value right now. One reason this country can outproduce any other is because it has the most and the best telephone service in the world.

BELL TELEPHONE SYSTEM



This One



L2QD-DKP-7TJF

NEW LOW PRICES

ON 2

GREAT SHAVE CREAMS



MORE DOCTORS Who Specialize in Care of The Skin

USE MENNEN SHAVE CREAMS

Than Any Other Brand ...

HELPS MAKE BEARDS UP TO 47% SOFTER!

LETTERS TO THE EDITORS



COLONEL FRANCIS FENTON AND BODY OF HIS SON MIKE

THIS IS WAR

Sirs:

The enclosed picture should be added to your story of Captain "Ike" Fenton's B Company Fifth Marines ("This Is War," LIFE, Sept. 18). It shows Captain Fenton's father, Colonel Francis Fenton, on Okinawa in 1945, kneeling by the flag-covered body of his other son (Mike) who had been killed in action the night before. This son was a Pfc. and BAR man in the same Fifth Marine Regiment. If Captain Fenton is as capable an officer and as fine a gentleman as his father, the U.S. and the Marine Corps are indeed fortunate.

JOHN N. RATHMELL

Williamsport, Pa.

● Francis Fenton retired as a major general in 1949, now lives in California. Captain Ike Fenton is still on the South Korean front.—ED.

Sirs:

David D. Duncan should be elected "Photographer of the Year." Many photographers have tried, but none have ever shown war with such terrible realism.

A. M. CURRENT

Grand Rapids, Mich.

Sirs:

An avid LIFE reader for 15 years, I always scrutinize your photographs carefully because of their excellence. One of the GIs in Duncan's pictures has what is unmistakably a Springfield bolt-action rifle. Are my eyes deceiving me or are some Springfields still in use?

SEYMOUR WARSAW

Brooklyn, N.Y.

● Springfields are still used for sniping.—ED.

THE NATURE OF POLITICS

Sirs:

Thousands of words have been printed trying to get the point across; but "The Nature of Politics" (LIFE, Sept. 18) hit the nail on the head in four paragraphs.

GENE BURKARD

Sheboygan, Wis.

Sirs:

Every American should be ashamed of our President's remarks about our service. I am the wife of a career Marine. I am deeply hurt and mere words of apology cannot erase the memory of those searing remarks.

BILLIE ANN SINNOTT

Dallas, Tex.

SOUTH AFRICA

Sirs:

Thank you sincerely for eloquently exposing the monstrosities of the vicious Malan government in "South Africa and Its Problems" (LIFE, Sept. 18). You have shown Africans that not only Communists are concerned about their problems. As a West African, I cannot see how Communism can help Africa. If this continent's peoples, yearning for independence, food and adequate shelter, become converts to the false evangelism of Communism, then Africa will become completely enslaved anew.

JOHN J. AKAR

New York, N.Y.

Sirs:

I have lived in Northern Rhodesia, Southern Rhodesia, Portuguese East Africa, Ethiopia, Eritrea, Egypt and other African countries for some 22 of the 25 years since I left college. My children were born in Africa. I am sometimes referred to as the Rhodesian Yankee.

I cannot subscribe to the general theme of your article. I do not approve of Malan's attitude. I think that he is wrong in his segregation policy. But there are many extenuating circumstances, and none of these are brought out in the article or pictures.

You may not realize that white men are responsible for the health of their native employees, that ranchers have to maintain medical kits as a health guarantee, or that the natives are fed and housed.

It is also not brought out that the miners are recruited on a purely voluntary basis. There is no compulsion.

WYNANT D. HUBBARD

New York, N.Y.

Sirs:

Why doesn't the U.N. do something about the South African problem?

ALLEN COWSER

Cleveland, Ohio

● The Human Rights Commission of the U.N. is now drafting a covenant to combat mistreatment of human beings. However the U.N. will be empowered to act only in countries which ratify the covenant.—ED.

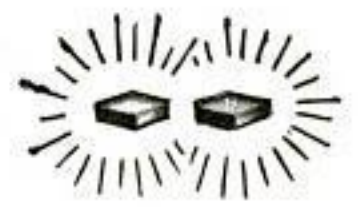
DENTISTS' ART

Sirs:

This is friendship? In Dr. Silver's *Portrait of David Hare* (LIFE, Sept. 18) he gives his friend a sharp eye but shows him with a bird-brain, a sharp barbed tongue, the jawbone of an ass, in need of a haircut—and silently but

CONTINUED ON PAGE 6

"MMmmmmmm!"... and now she'll choose these



New **SPRING GARDEN**

*"Mmmmm!" is for something "just right."
Like the first time you see these loveliest
of all silverplate patterns and learn
they are Sterling Inlaid to stay lovelier longer.*



LOVELY LADY

*"Ah!" is for something interesting like how
Holmes & Edwards silverplate has two blocks
of sterling silver at the backs of bowls
and handles of most used spoons and forks.*



YOUTH

*"Oh!" is for when you learn that
Holmes & Edwards is Sterling Inlaid, but not
sterling priced! Services for 8, with chest,
begin as low as \$49.95, and no excise tax!*

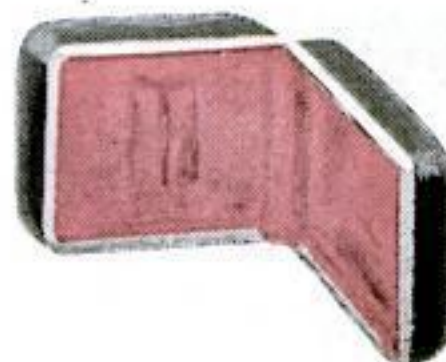


DANISH PRINCESS*

**HOLMES & EDWARDS
STERLING INLAID®
SILVERPLATE**



***ALL PATTERNS MADE IN U. S. A.**



LOVE that RED HEART



the only
3-flavor
dog food
U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways—beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

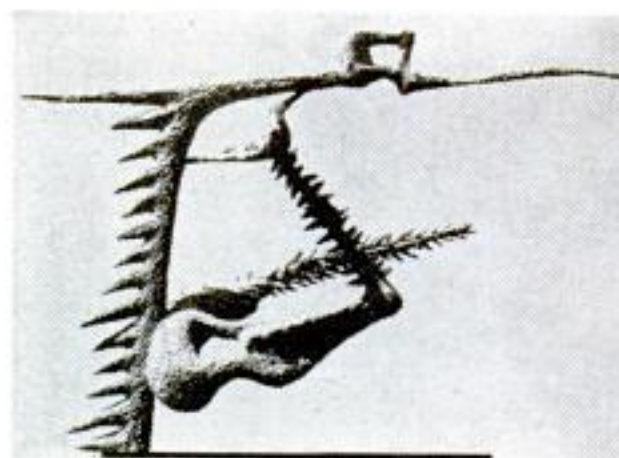
LETTERS TO THE EDITORS

CONTINUED

eloquently depicts a hole in the head. What does David Hare really look like?

JEAN FOUNTAIN

Wilmington, N.C.



HARE SCULPTURED



HARE SELF-PORTRAIT

Sirs:

Silver's *He Is Not a Man* hardly requires the title. I for one am relieved he came to that conclusion.

W. A. WRIGHT

Ottawa, Ont.

PETTICOAT RULE

Sirs:

LIFE ("Petticoat Rule Scores Again," Sept. 18) shows Mayor Davis nicely draped over the U.S. flag. The flag should never be used to cover the speaker's desk. Bunting should be used.

JAMES P. LANEHART

New York, N.Y.

Sirs:

... We should have allowed these people to secede from the Old Dominion when they wanted to in 1928.

E. C. VAN BUSKIRK

Virginia Beach, Va.

UNDIRECTABLE DIRECTOR

SIRS:

ANENT "UNDIRECTABLE DIRECTOR" (JOHN HUSTON) IN LIFE, SEPT. 18: HUSTON MAY HAVE BEEN BORN IN NEVADA, MO. THOUGH UNABLE TO FIND LOCAL RECORD OF BIRTH. CERTAIN, HOWEVER, THAT HIS GRANDFATHER NEVER WON NEVADA IN A POKER GAME. CERTAIN TOO, AS WE SEE IT, NEVADA WASN'T A "HAMLET" IN 1906. POPULATION THEN ABOUT 7,400. LOCAL FILES SHOW TWO FIRES IN YEAR AFTER HUSTON BORN. WATER PRESSURE GOOD AT BOTH CONFLAGRATIONS. NO RECORD OF RUINED MACHINERY AT WATER PLANT. TOWN DIDN'T BURN DOWN. NO RECORD OF HUSTON'S FLEEING COMMUNITY.

KEN POSTLETHWAITE
EDITOR

NEVADA DAILY MAIL
NEVADA, MO.

• Huston says, "That is as it was told me by my father, mother and grandmother and it is absolutely true. Perhaps Mr. Postlethwaite is confused. . . ." LIFE carefully labeled the story "the most ambitious version of the family legend."—ED.

CONTINUED ON PAGE 8

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



THE ANSWER TO MONEY RIDDLES... NATIONAL CITY BANK TRAVELERS CHECKS!



You can spend them like cash everywhere...from Cairo, Egypt to Cairo, Illinois. Unlike cash, they are promptly refunded if lost or stolen. Buy them at your bank.

NCB TRAVELERS CHECKS



BACKED BY THE NATIONAL CITY BANK OF NEW YORK
First in World Wide Banking
Member Federal Deposit Insurance Corporation



*Wake up,
darling!*

**YOU DON'T NEED
A FORTUNE TO SLEEP IN
THE LAP OF LUXURY**

You don't need money in the bank—just in the piggy bank—to have luxurious *combed* percale sheets. Lady Pepperell Fine Combed Percales give you all the luxury you've ever dreamed of—extra smooth texture, extra softness—at no extra price! Ask for them at your favorite store.



RIGHT OUT OF A DREAM! Yes, that's the way you'll feel about these trousseau-lovely combed percales. Lady Pepperell Fine Combed Percales are so smooth and soft, you'll marvel at their texture. They *feel* luxurious, *look* luxurious, but *aren't* luxury priced. They're a treat for you *and* your budget! Be sure to have at least six for each bed.

SOFT AS A CLOUD? Not soft enough for Pepperell! These are the short fibres combed *out* of the yarn for just one Lady Pepperell Fine Combed Percale Sheet! Only the smoother, longer-staple fibres go into exquisite Lady Pepperell Sheets!



**LADY
PEPPERELL**
Fine Combed
PERCALE SHEETS



REMEMBER, PEPPERELL IS A PROMISE...
OF TOP QUALITY IN COMBED PERCALE AND MUSLIN SHEETS
PEPPERELL MANUFACTURING COMPANY, BOSTON, MASSACHUSETTS

YOU'LL BE SURPRISED! Lady Pepperell Fine Combed Percales are amazingly sturdy, long-wearing! They're lightweight—money-saving on laundry-by-the-pound, work-saving if you do your own. And these sheets need practically no ironing!

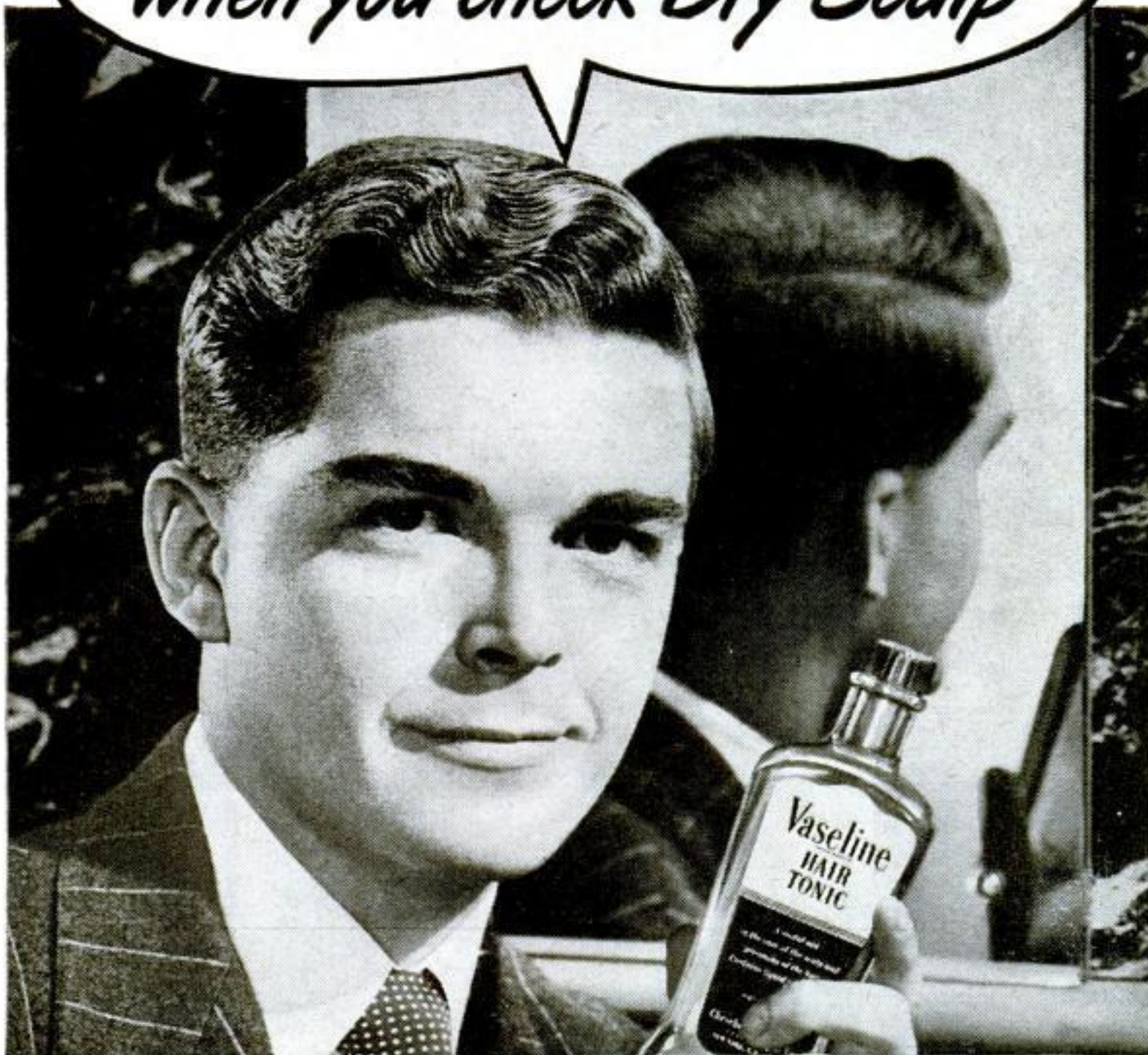
FRESH FROM A FLOWER GARDEN—like the colors of Lady Pepperell Fine Combed Percales . . . pink, blue, peach, maize, rose, spring green, aqua. You'll find *your* favorite, because they're *everybody's* favorite. More Pepperell colored sheets are in use than any other brand!

oh-oh, Dry Scalp!



"HE'LL BE ON THE SHELF himself, if he doesn't do something about Dry Scalp! Look at that dry, mussy-looking hair. It must be next to impossible to comb. And loose dandruff like powder on his coat! He needs a Short Guide to 'Vaseline' Hair Tonic..."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



NO WONDER it's a best seller! A few drops of 'Vaseline' Hair Tonic a day check Dry Scalp by supplementing natural scalp oils. Makes a grand difference in the looks of your hair. 'Vaseline' Hair Tonic gives double care to scalp and hair! Try it. Contains no alcohol or other drying ingredients. And you'll find it's economical, too.

Vaseline HAIR TONIC

TRADE MARK®

TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT, ON CBS, WEDNESDAY NIGHTS. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

CONTINUED

PINZA IN HOLLYWOOD

Sirs:

I am not 58 years old, but I am sure I could duplicate Mr. Pinza's ardor if the girl in my arms was as attractive as Paula Raymond. Will you please publish a picture of her face?

JOHN WALLACE

Los Angeles, Calif.



PAULA RAYMOND

STUDENT CONGRESS

Sirs:

In "LIFE Goes to a Collegiate Convention" (Sept. 18), LIFE gives an entirely incorrect notion of today's American student community and the maturity of its approach to world problems. The story features our "Lion Hunt"—a brief respite from our work when we were almost at the end of our endurance. At that point many of us had been up for 48 hours or more. The atmosphere was one of responsible participation, not of "a Saturday night in a fraternity house."

RALPH LEE SMITH

Swarthmore College
Swarthmore, Pa.

Sirs:

... If most national party conventions or state legislatures could accomplish as much wisely decided business in the same time, the nation would be in good hands.

KENNETH R. KURTZ

Weston, W.Va.

YAHOO HADACOL

Sirs:

I was one of the "tired showgirls" mentioned in "Yahoo Hadacol" (LIFE,

CONTINUED ON PAGE 11

Please send



to _____ name
_____ address
city _____ zone _____ state _____

ONE YEAR \$6.75 (1 year at the single copy price would cost you \$10.40)

(Canada: 1 yr., \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.

L-10-9



*weather rain
weather fair*

VENIDAS ALWAYS HOLD YOUR HAIR

Daily use saves hours of redoing time—keeps your hair the way you set it. Buy Venidas by the dozen and economize!

Colors 20c } single or } Grey, white 25c
12 for \$2.25 } double } 12 for \$2.75
 } mesh }

Hand made of human hair, there's a Venida net for every hairdo, every hair shade, every occasion every day. An indispensable accessory. Yet only YOU know you're wearing it!



TUMS

Help bring NATURAL SLEEP

Don't take sleeping pills or habit-forming drugs when you can't sleep. Take a couple of Tums before retiring. Tums neutralize heartburn, gas of acid indigestion that frequently cause sleepless nights. Soothe, sweeten stomach so you can go to sleep quickly; sleep all night—wake up in the morning feeling wonderfully refreshed. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.

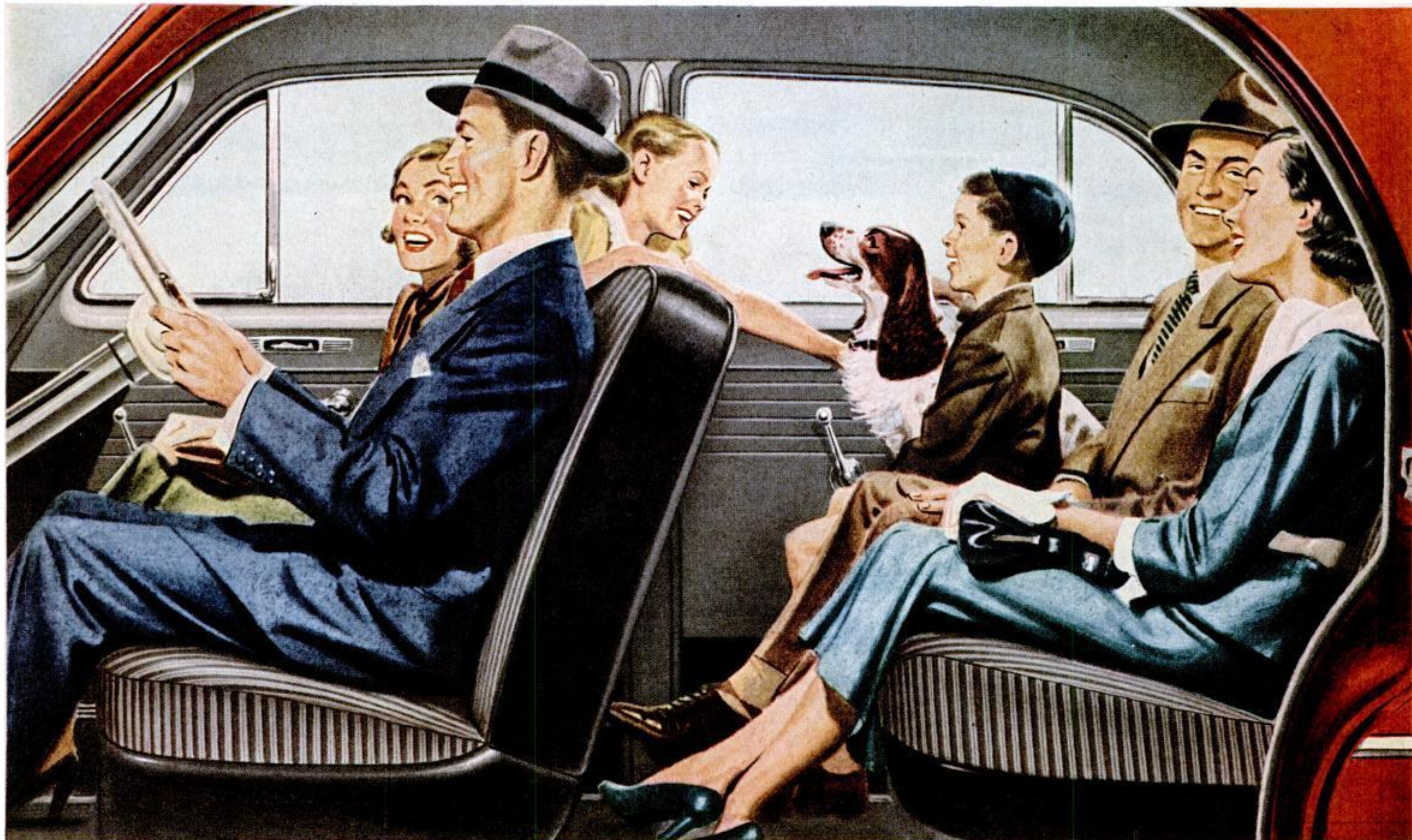


for the tummy

NEED A LAXATIVE TOO?

Try a 25¢ Box

Nature's Remedy
NR TO-NIGHT TOMORROW ALRIGHT



You travel **"FIRST CLASS"**

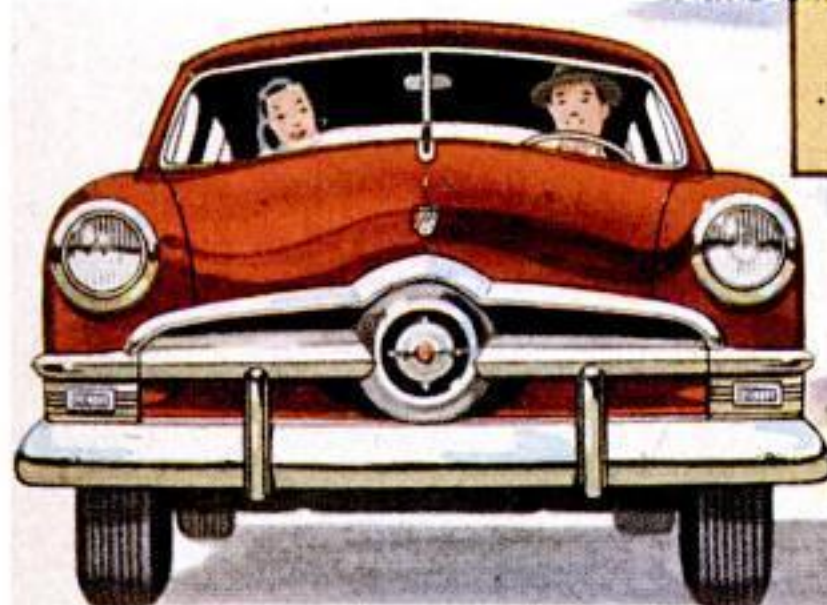
Your comfort is **"First Class"** with Ford's famous "Mid Ship" Ride—cradled between the wheels in the all-steel "Lifeguard" Body! It's a soft ride, a level ride—no jounce, no pitch, no roll! And there is more hip-and-shoulder room on Ford's Sofa-Wide seats than in many cars with upper bracket price tags.

without **"EXTRA FARE"**
in the big **FORD**

You get **"Extra Fare"** power from Ford's "whisper-quiet" V-8 and you actually pay hundreds less than others charge for a six! And because of unique "Power Dome" combustion, you get high-compression performance on regular gas!

Ford gives you **"Fashion Car" Styling!** From the sweep of its lines and the soundness of its coachwork... to the last smart detail of its "jewel box" interior... it's America's best-dressed car!

There's a
Ford
in your future
...with a future built in



"Test Drive" the big new Ford! Discover the thrill of driving the one *fine* car in the low-price field! You'll see, hear and feel the difference!



“Who says men can do everything better than women?” asked *ELSIE, the Borden Cow*

“I do!” roared Elmer, the bull. “Men have more *creative* minds!”

“Yes?” smiled Elsie. “What would you create with one of the 2-pound loaves of Borden’s *Chateau* that’s pictured in those ads?”

“A big, thick cheese-on-rye with mustard!” drooled Elmer.

“Sandwiches are just *one* of the cheese treats you can create with this grandest of all cheese foods, as any *woman* knows,” said Elsie.

“Will you stop talking like a speaker at the Women’s Club?”

snapped Elmer. “You’re talking to me, your husband! Remember?”

“But you said men do *everything* better than women,” teased Elsie.

“I meant *important* things!” bel-lowed Elmer.

“But feeding a family is impor-tant!” said Elsie. “And women are doing a better job of it every day.”

“For instance?” goaded Elmer.

“They’re getting more Borden’s Milk into the family meals,” said Elsie, “not only as a beverage, but in milk dishes they *create*—pud-

dings, soups, casseroles—”

“Quit creating dishes!” ordered Elmer. “And let’s talk about creat-ing money, where a man shines.”

“Money?” pounced Elsie. “My dear, penny for penny, your best food buy is *milk*!”

“I give up,” groaned Elmer. “No man can beat you at turning a conversation round to Borden’s!”

“Can you blame me?” asked Elsie. “Everything they make is so good—if it’s Borden’s, it’s *GOT* to be good!”



“You’ll like Borden’s Chateau better for cheese sandwiches —*everything*!”

“Chateau process cheese has such wonderful firm texture—slices like a dream. Yet softens at room temperature to smooth spreading consistency. A great sandwich maker. And what flavor! Just you try it for cheese sauces, omelets, soufflés! Better get the economical 2-pound loaf!”



“Remember—school children should have plenty of Borden’s Milk!”

“Milk’s the food that helps them grow big and strong,” says Elsie. “And where in the world can you find so fine a milk as Borden’s? Serve it to the young ones with meals, be-tween meals. Make their after-school frosts and milk shakes with Borden’s. It’s *extra* delicious. Youngsters *love* it!”

Fun with Food by *Elsie* the Borden Cow

NIFTY THRIFTY: Next time you have canned peaches (or any canned fruit) save the syrup. It makes a tasty topping for tapioca and other puddings.



HOT CHOCOLATE—and fast! Rich, delicious, and so easy when you use Borden’s Instant Mix.

No fussing—just pour hot milk into a cup with Borden’s Instant Mix and you’ll have a delicious-tasting hot chocolate that’s rich in iron and vitamins to help your youngsters grow strong and sturdy. It’s a grand way to be sure they get the milk they need.

Put wonderful Borden’s Instant Mix on your shopping list today!



SUPER IDEA for a Sunday night snack ...a bridge party... or just when you feel like eating something good!

Slice plain pound cake and toast. Heap *heaps* of LADY BORDEN BUTTERED PECAN ICE CREAM on the toasted cake and serve!

Golly, it’s so delicious—I feel like having some myself right now!



LADY BORDEN BUTTERED PECAN is something special, you know. Rich cream, lots of meaty nuts, and every smooth inch of it filled with a wonderful nutty flavor.

Try Lady Borden Buttered Pecan with my dessert trick—or just plain—either way it’s simply grand!

You’ll find Lady Borden Ice Cream in the distinctive round, Burgundy-colored package where you see the Borden Ice Cream sign.

IF IT’S
BORDEN’S
IT’S *GOT* TO BE GOOD!

©The Borden Company

One Sip: SMACK LIPS!



One refreshing, delicious sip—that's all—and you'll be a Sunsweet Prune Juice booster for life!

Next Day: CLICK HEELS!



Sunsweet is mighty fine for regularity. Unlike other prune juices, it never varies in laxative strength. An exclusive Duffy-Mott process keeps every glassful the same.

ONLY SUNSWEET
HAS UNIFORM
LAXATIVITY

Sunsweet PRUNE JUICE

As prepared and distributed
by the makers of...

MOTT'S APPLE JUICE
MOTT'S APPLE SAUCE
MOTT'S SWEET CIDER
MOTT'S JELLIES
MOTT'S VINEGARS



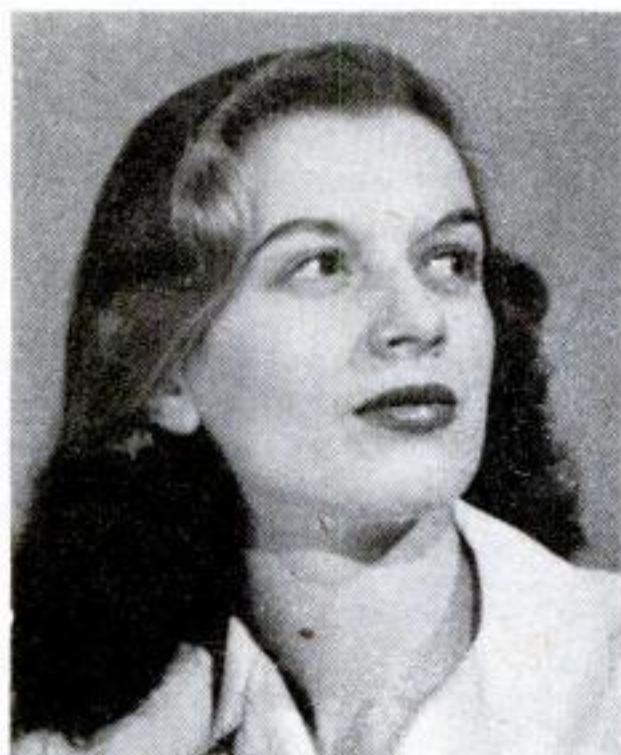
LETTERS TO THE EDITORS

CONTINUED

Sept. 18). I'm a college student and I am not tired. Here is my picture. Tell me, do I look tired?

SONYA Z. LITTLE

Chicago, Ill.



SONYA Z. LITTLE

SIRS:

WHEN I WAS BORN, I WAS STONE DEAF. AFTER ONLY NINE BOTTLES OF HADACOL I HEARD FROM MY BROTHER IN OPELOUSAS. QUIT SNIPPING AT US SOUTHERNERS.

GORDON BAXTER JR.

PORT ARTHUR, TEXAS

BACK-FENCE GOSSIPS

Sirs:

Have you noticed the striking resemblance between your "Back-Fence Gossips" (LIFE, Sept. 18) and Pyramus and Thisbe?

MRS. L. S. JENNESS

Caribou, Maine

●Pyramus and Thisbe were members of neighboring but unfriendly families in a fantasy by Ovid. Forbidden to carry on their romance, they temporarily solved their problem by talking through a hole in the wall. Their love ended tragically.—ED.



JOANNE

THISBE

Address all editorial and advertising correspondence to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l. Mgr. Address all subscription correspondence to: LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, C. D. Jackson, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Circulation Director, F. DeW. Pratt; Producer, THE MARCH OF TIME, Richard de Rochemont.



LISTERINE TOOTH PASTE "THRIFT-PAK"
Saves you \$3 a year...
take the kids on a spree!



YOU KNOW THE MAKERS OF LISTERINE ANTISEPTIC don't put their name on any product that isn't "tops"! No dentifrice on the market beats Listerine Tooth Paste for (1) reducing tooth decay, (2) thorough polishing, (3) sparkling flavor, or (4) cleaning teeth and breath ("Listerine" means breath control, doesn't it?).

Only modern machinery, mass production, and more than 60 years

of "know-how" make the "Thrift-Pak's" low price possible.

Every time you buy a "Thrift-Pak" (two regular 45¢ tubes for 59¢!) you save yourself 30¢. Within a year the average family's bound to save as much as \$3.00 or more.

Change to Listerine Tooth Paste in the new "Thrift-Pak" today, and that \$3.00 is yours to do what you want with.

LAMBERT PHARMACAL CO., St. Louis, Mo.



TOOTH DECAY cut way down!

How much can a dentifrice like Listerine Tooth Paste actually do to cut down tooth decay? Read this new, impartial evidence. Research just completed at a famous university definitely showed that this type of modern dentifrice, used regularly immediately after eating, can reduce cavities as much as 60%.

When it comes to cleaning, no tooth paste... not a single one... beats Listerine Tooth Paste.



WOOLLY LADIES who posed on Paris street holding the same obliging terrier for Richard Avedon turned up together in a composite photograph in the September *Harper's Bazaar*. The one on the left is wearing a brilliant violet shaggy wool coat with hat to match, by Dior, inventor of 1946's defunct New Look. The melon-sleeved coat at the right is by Balenciaga, who is described by Editor Snow as "the success of the season."



AMBUSCADE is Dior's name for this shaggy gray fleece belted tunic—"Rounded hem, rounded hips, rounded shoulders, rounded armpits, rounded closing." Wearer is trying view from Eiffel Tower.



NUMBER 24 is by Balenciaga, the Spanish marvel. Mrs. Carmel Snow, who said he "knows a woman's body better than any living dressmaker," found his coats "more barrel-shaped than his suits."



SPEAKING OF PICTURES...

... "Plushy, poodly," says Mrs. Snow

There are only so many things that can be done in the way of combining the human body and strips of cloth. But twice a year—in February and August—the couturiers of Paris, acknowledged masters at this art, have come up with forms and shapes looking at least a little unlike anything that has ever been seen before. To American fashion magazines, which must report these events to their clothes-conscious readers with matching pictorial novelty, this sometimes presents an acute problem. At the big August showings most of the dresses were sound, wearable and stylish enough to call forth trills of pleasure from American visitors and the happy comment from Editor Carmel Snow of *Harper's Bazaar* that "Coats are tremendously exciting . . . plushy, poodly, shaggy, 1950 in warp and woof." But the designers had also turned out enough of the weird and wonderful to give fashion magazines everything they needed to go with their breathless prose. The pictures shown on these pages by Photographer Richard Avedon in the September *Harper's Bazaar* speak for themselves.



MERMAID DRESS, tight down to about the knee and then flaring out like a fishtail, is by Jacques Fath, postwar name in the *haute couture*. Material is satin, red on one side, blue on other, with floor length stole held by mink cuff bands.

"I'm Enthusiastic"

says

Ann Sheridan



How to Lose Weight and Look Lovelier

Now! Reduce—and look lovelier while you are doing it! Lose weight *the way* Nature intended you to! A quick, natural way with no risk to health. If you follow the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure!

This is because the Ayds way to reduce is a natural way. When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs. It calls for no strenuous diet... no massage... no exercise.

Ayds is a specially made candy containing health giving vitamins and minerals. It acts by reducing your desire for those extra fattening calories... works almost like magic. Easily and naturally you should begin to look slimmer, more beautiful day by day, when you follow the Ayds Plan.

Women all over America now have lovelier figures with the help of Ayds. Clinical tests conducted by eminent physicians on over 100 persons proved quick, safe weight losses averaging 14 to 15 pounds.

Users report losses up to 10 pounds with the very first box. In fact, you lose weight with the first box (\$2.89) or your money back. Get Ayds from your druggist or department store, today—a full month's supply, \$2.89.

● "Once you've tried Ayds, I think you'll understand why I'm so enthusiastic about them", says Ann Sheridan. "They help you to look and feel better while you're losing weight. Ayds let you reduce the way nature intended you to."



The Loveliest Women in the World take AYDS

PARIS OPENING CONTINUED

PICTURES DID NOT SPOOF

Just to satisfy himself that the fashion magazines were not spoofing, Photographer Gordon Parks of LIFE's Paris office took a look at the fall offerings. His pictures (*below*) are eloquent proof that a Paris opening does indeed provide ample opportunity for photographic novelty.



CAPE JACKET ties at waist, giving billowy effect over Balenciaga dress.



ANOTHER "MERMAID" is from Marcel Rochas and labeled Pontiac.



SHEATH COCKTAIL DRESS by Balenciaga gets its ragged look from hundreds of scalloped bands of silk chiffon sewn on a straight slip. *Harper's Bazaar* points out that this master's work is "elegant, individual, never theatrical."

Which salad was kept in the Admiral Dual-Temp?



This salad was left uncovered four hours in an Admiral Dual-Temp. Cool, moist air has kept it just as fresh, as crackling crisp, as deliciously appetizing as though it had just been made.



This is part of the same salad, made at the same time. But it sat, uncovered, for the same four hours in an ordinary refrigerator. Exposed coils drew out the moisture . . . and look at it! Wilted, limp . . . wasted!



Even the most perishable foods don't dry out, stay crisp and fresh uncovered, in the Admiral Dual-Temp.

Prepare your salads hours ahead of dinner time. Then just set them in the Admiral Dual-Temp. Moist, cold air will keep them crisp and perfect for your table. There are no exposed coils to rob foods of their natural moisture.

Food flavors don't mix! You never have to cover foods stored in an Admiral Dual-Temp. The sunshine-like rays of an ultra-violet Sterilamp help keep the air fresh and sweet smelling. Even strong flavors don't mix.

Lucky you—there's no defrosting! You're spared that time-taking, messy chore. No exposed coils to collect frost. Any surplus moisture in the moist-cold compartment is evaporated automatically.

A big sub-zero home freezer too! Not just storage space for frozen food, but an actual separate quick-freezer where you get temperatures as low as 20° below zero. (Just think, that's 52° below freezing.) You can store up to 84 pounds of food. Make your *next* refrigerator an Admiral Dual-Temp.

Admiral Electric Ranges—the only ranges that give you the accuracy of Flex-O-Heat Controls plus the automatic, self-turning Rotary Roaster.



Admiral

DUAL-TEMP

TELEVISION • RADIO • PHONOGRAPHS • REFRIGERATORS • RANGES

TELEVISION! {See and hear "Lights Out" Mondays, 9 P.M., EDT over NBC Network.
"Stop the Music" Thursdays, 8 P.M., EDT over ABC Network.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
9 NOT AS ADVERTISED THEREIN

It's not quite Christmas, but...



A girl can't help dreaming...

about the gift that starts the Home!



Copyright 1960,
The Lane Company, Inc.

Christmas Gift SPECIAL

No. 2543—A smart design in figured light Avodire. Removable tray with locked jewel compartment.

\$59.95

Prices slightly higher in the West and Canada.

For sale at department and furniture stores

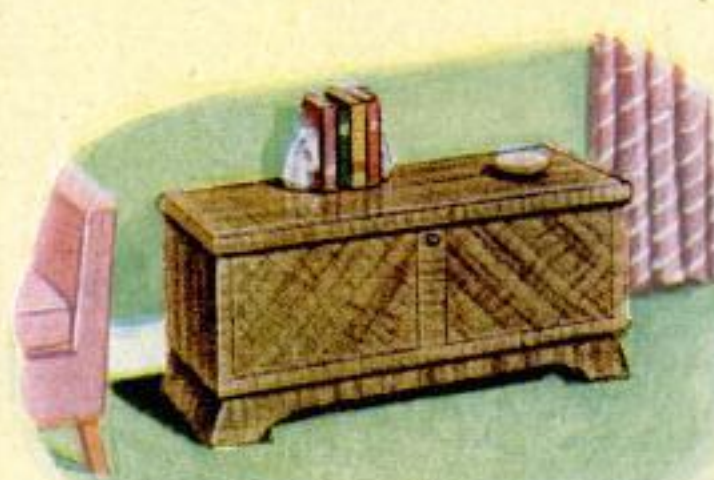
Join a **LANE** Christmas Lay-A-Way Club...

Choose her Cedar Chest now—pay later!

For the one you love most—sweetheart, daughter, sister or mother—make her truly happy this Christmas with the beautiful, enduring gift she'll cherish all her life! Let your choice be a Lane, the love-gift she has always dreamed of... the gift she'll be most thrilled to get. So rich in sentiment, so practical, too, because Lane provides extra storage, extra seating, and *guaranteed* moth protection.

Is your loved one far away? Send us your money order. We'll arrange for delivery through the nearest Lane dealer. **THE LANE COMPANY, INC., DEPT. L, ALTAVISTA, VA.** — In Canada: *Knechtels, Ltd., Hanover, Ont.*

EASY TERMS are offered by many Lane dealers, with a Christmas Lay-A-Way Plan. So select your Lane love-gift now while stocks are complete.



No. 2446—Modern styling at its best, in rich American Walnut. With patented self-rising Lane tray. **\$49.95**



No. 2525—This beautiful American Walnut chest is decorated on ends of front and top with border of New Guinea wood. Self-rising tray. **\$49.95**



PARENTS—happiest marriages come to girls who plan ahead. Help your daughter prepare for a happy future home—give her a Lane Cedar Chest this Christmas.

No. 2452 (right)—"Miss America" in four different finishes: shown in Limed White Oak—also in Walnut, Cordovan Mahogany or Silver Grey Walnut. Lustrous finish. **\$69.95**



No. 2221—Beautiful 18th Century Mahogany Hepplewhite design, with full-length drawer in base. **\$79.95**

LANE

Cedar HOPE CHEST

THE PRACTICAL LOVE-GIFT

LIFE'S REPORTS



DISPUTED VAN GOGH is entitled *Study by Candle-light*. Japanese characters (bottom) figured in solving case.

VAN GOGH AND THE T-MEN

Customs agents "solve" a big art mystery

by EMILY GENAUER

Emily Genauer, art critic for the New York Herald Tribune, obtained exclusive access to the T-men's report on their investigation of the Van Gogh mystery.

A man who spends \$50,000 on a painting represented to be an original by Van Gogh may or may not be an art lover; but he always is an investor. Consequently a guarantee of the painting's authenticity is very important to him. This may not make the painting any more attractive, but just as some stamps, first editions, antiques and even old cars are valuable because of their rarity, a painting can be worthless or an extremely valuable investment simply because of what art experts conclude about it.

That is why Mr. William Goetz, a film executive from Hollywood, found himself in the midst of a controversy that embraced two continents and countless art experts after he had purchased a self-portrait by Van Gogh. In its Dec. 19, 1949 issue, LIFE reported on the controversy up to that time: Goetz's agent, Reeves Lewenthal, had found the self-portrait in Paris. Dr. Jacob de la Faille, the outstanding authority on Van Gogh, had certified that this painting was indeed a genuine Van Gogh. But then, after the picture had been hung on Goetz's library wall, the artist's nephew and namesake, Vincent W. van Gogh, was quoted as saying that the painting was a fake, that it had not been painted by his uncle at all. Goetz threatened to sue nephew Van Gogh, thereby creating an embarrassing situation. Van Gogh was scheduled to bring some of his uncle's paintings to New York's Metropolitan Museum for a big exhibition. If he were sued, the paintings could be impounded, so Van Gogh put off his trip. To get out of this impasse, the Metropolitan appointed a jury of two technical experts and two museum directors to rule on the painting's authenticity. Their verdict: "We are unwilling to accept it as an original work by Vincent van Gogh."

There the matter stood at the beginning of 1950. Goetz appeared to be out \$50,000, for if the Metropolitan's jury was correct, the painting was virtually worthless. But Goetz and Dealer Lewenthal were not ready to give up that easily. Back the painting went to Europe, this time to be examined by five men who were specialists in Van Gogh

CONTINUED ON NEXT PAGE

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film!



Gives fragrant
"soft-water" lather
—needs no
special rinse!

Removes
embarrassing
dandruff from both
hair and scalp!



Halo leaves hair
soft, manageable—
shining with colorful
natural highlights!



Yes, "soaping" your hair with even finest liquid or oily cream shampoos leaves dulling, dirt-catching film. Halo, made with a new patented ingredient, contains no soap, no sticky oils.

Thus Halo glorifies your hair the very first time you use it.

Ask for Halo—America's favorite shampoo—at any drug or cosmetic counter!



Halo reveals the hidden beauty of your hair!

Vitalis "LIVE-ACTION" care gives you Handsomer Hair!



You'll **FEEL** the difference in your scalp—**SEE** the difference in your hair!

What a wonderful wake-up glow in your scalp—when you use Vitalis "Live-Action" care. That's Vitalis and the famous "60-Second Workout!"

There's nothing like **50 seconds'** tingling massage with the *active* Vitalis formula to (1) stimulate your scalp (2) prevent dryness (3) rout flaky dandruff (4) help check excessive falling hair. Your scalp feels refreshed, *invigorated*.



• Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.

A PRODUCT OF BRISTOL-MYERS

*Vitalis and the "60-Second Workout"

NEW! for cream tonic fans... lighter-bodied **VITALIS HAIR CREAM** gives your hair that **CLEAN-GROOMED LOOK** NO heavy film! NO sticky comb! NO messy hands!

P. S. Your barber is an expert—ask him for a professional application of "Live-Action" Vitalis, or new Vitalis Hair Cream.



Then **10 seconds** to comb... and see how much neater, handsomer your hair is—set to stay that way all day! Natural looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil.

For a scalp that *feels* its best and hair that *looks* its best, get "Live-Action" Vitalis at drug counters or barber shops.

LIFE'S REPORTS CONTINUED

rather than art experts in general, as Goetz regarded the Metropolitan's jury. The five men examined the painting carefully and handed down *their* verdict: the painting was genuine.

Again it was returned to the U.S. to be hung on Goetz's library wall. But his troubles were not over. The Treasury Department now entered the controversy, pointing out to Goetz that, under the law, a \$5,000 customs duty was due on the picture. Original works of art are duty-free, but the Metropolitan's jury had



NEPHEW Van Gogh later admitted he had not seen the original when he called it fake.

declared this picture not to be an original. Goetz refused either to pay or to declare the picture at a nominal sum and thereby pay a small duty. He pointed out that his jury considered the painting genuine, so there was only one alternative for the Treasury Department: investigate. So the T-men went to work.

Their examination not only made the previous ones seem like casual glances at the painting, but it also injected some extremely interesting new facts into the case. Here are their most important findings:

1) When Lewenthal first purchased the painting in France, a number of European art collectors including nephew Van Gogh also dickered for it. Even though offered a 10% profit, Lewenthal and Goetz refused to sell, whereupon, the report states, Lewenthal was told that he would never be able to sell it to anyone else because the painting would be declared a fake.

2) The Metropolitan's jury had, of course, examined the signature on the painting but had decided that not enough samples were available for them to come to a conclusion. But the T-men thought otherwise. The word "Arles," for example, was written as only one in 20,000 people would write it; Van Gogh, the T-men knew from genuine Van Gogh handwriting samples, wrote "Arles" that way. And there were a couple of 8s written backward. Only one in 10,000

Alka-Seltzer

COLD DISCOMFORTS AND HEADACHES

Alka-Seltzer

FOR RELIEF OF ACID INDIGESTION

GOOD ADVICE—TRY IT
When you have acid indigestion or acid upset stomach take Alka-Seltzer at once and you'll feel better fast. Then, at bedtime, take Alka-Seltzer again. You will rest better and wake up feeling better the next morning. Try it and see.

AT ALL DRUG STORES U. S. and CANADA

AND WAKE UP IN THE MORNING FULLY RESTED, FEELING FIT.

I CAN USE A GOOD NIGHT'S REST, IT WON'T HURT ME A BIT.

I'LL BET YOU'LL FEEL MUCH BETTER SOON, IT SETS THE GASES FREE. ANOTHER ONE AT BEDTIME IS A GOOD "GHT CAP" FOR ME.

ALKA-SELTZER SETTLES THINGS AND SOLVES THE COMFORT QUESTION

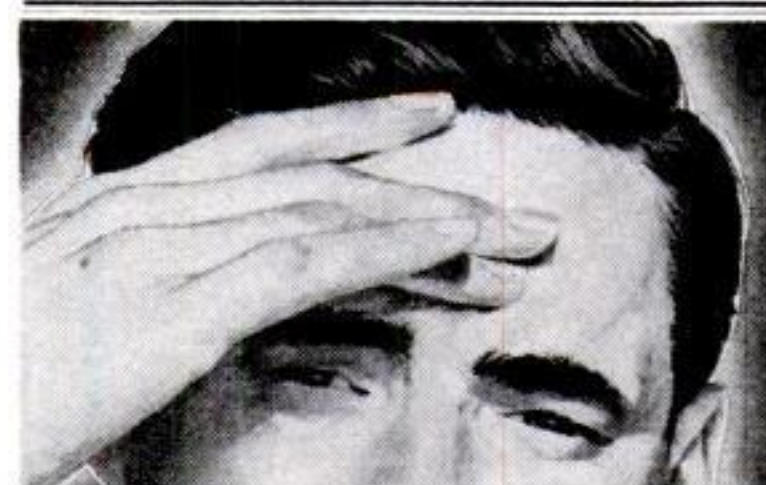
PARDON ME! IT'S JUST A TOUCH OF ACID INDIGESTION

MAJORITY VOTE

more than half the nation reads

LIFE

in the course of 13 weeks.



YOU CAN GET QUICK RELIEF FROM TIRED EYES

Eyes overworked? Do they feel tired, used-up? Give them a quick rest with Murine. Just put two drops of soothing, comforting Murine in each eye. In seconds, your eyes feel fresh, rested—and chances are that when your eyes feel better, you'll feel better all over. Murine's scientific blend of 7 ingredients comforts your eyes as gently as a tear. Use Murine whenever your eyes tell you to.

MURINE FOR YOUR EYES

CONTINUED ON PAGE 20



Yes sir!
 Wednesday was **WILD!**
 Wednesday was **RUGGED!**

THE WILDEST, WACKIEST, MOST HILARIOUS
 AND COMPLETELY BOLLIXED-UP DAY
 YOU EVER HEARD OF!

FUNNIEST PICTURE
 THAT HAS EVER
 BEEN MADE
 in this year
 or any other!



Written and directed by THE ONE AND ONLY
PRESTON STURGES
 Who gave you "THE MIRACLE OF MORGAN'S CREEK"
 "THE GREAT McGINTY" and other smash hits!

Diddlebock woke up on
 Thursday and found
 he owned... a CIRCUS,
 a HANSOM CAB, a GIRL
 and a HANGOVER
 36 hungry lions to feed...
 and one named **JACKIE** had a PERSONALITY!

STARRING
HAROLD LLOYD

WITH JIMMY CONLIN • RAYMOND
 WALBURN • ARLINE JUDGE • EDGAR
 KENNEDY • FRANKLIN PANGBORN
 LIONEL STANDER • MARGARET HAMILTON
 AND INTRODUCING FRANCES RAMSDEN

DISTRIBUTED BY
 RKO RADIO PICTURES

NO OTHER FILM GUARANTEES CLEAR SNAPSHOTS

Indoors or Out... In Any Camera!

Yes,
"THIRD
DIMENSION"
Realism!

Your eyes see thousands of shades of color... ANSCO ALL-WEATHER FILM sees them, too, as thousands of shades of gray... giving pictures sparkling DEPTH AND REALISM.



ANSO FLASH CLIPPER OUTFIT—
Famous Flash Clipper camera equipped for flash; special double lens; yellow filter. Complete with luggage-type case, flash bulbs, portrait lens, film. **ONLY \$24.95** (Federal Tax Included).



Insist on the
Red and Blue box

Anso All-Weather Film

Also available in Canada

Anso, Binghamton, N. Y. A Div. of General Aniline & Film Corp. "From Research to Reality"

Get Indoor Snapshots that Spring to Life!

For those hard-to-get indoor snapshots, Anso guarantees sparkling pictures so clear—they seem to spring to life with realism.

Indoors or out... rain or shine... you get, at no extra cost, pictures you'll be proud of for years to come. Yes, you can always depend on Anso. The one and only genuine All-Weather film!

GUARANTEE: Anso guarantees the results you want—or return your negatives and original film carton and we will send a new roll, free.

LIFE'S REPORTS CONTINUED

writers would normally make an 8 backward; Van Gogh did. The letters *V* and *T* were similarly rare—and the same as Van Gogh did them. The handwriting analysts' opinion was that the letters were not forged. The T-men also discovered that one of the museum's experts knew that the paint on the canvas and the notations were at least 60 years old. So it could not have been a recent forgery anyway. And it could hardly have been forged 60 years ago. At that time Van Gogh was unknown and his paintings were worthless on the market. There would have been no profit in imitating them.

3) On the back of the painting was another inscription, referring to a pastor named Salles who had once owned the picture. The T-men, delving into books on Van Gogh, found that the artist did know a pastor named Salles, felt indebted to him and at one time presented him with a self-portrait. Whether the Metropolitan's jury knew about Salles couldn't be determined, but if they did, they did not regard the inscription as important.

4) On the painting was some Japanese writing and a Japanese sketch. Japanese and Chinese experts called in by the T-men found mistakes made in this writing of the kind which would be made by a man unfamiliar with



OWNER GOETZ says he hopes mess is over.

Japanese. Other Japanese writing known to have been painted by Van Gogh contains the same mistakes.

On the basis of the foregoing evidence, Goetz is now satisfied that he has an original Van Gogh. It not only will go back on his library wall but it will have the most prominent position, replacing a very good—and very authentic—Cézanne. As an art lover, Goetz is presumably well aware that the T-men may not have ended the controversy; it could go on and on. But as an investor, Goetz has no complaints. His painting came into the country duty-free. And thanks to the Treasury Department report, it is now worth at least double the \$50,000 he paid for it.

Life In The Open means

ALBERT- RICHARD

Action-Fit*

Sportswear



THE MAINLINER—
Water-repellent rayon gabardine lined with rayon covered leather. Men's Only \$17.50



THE SHASTA—
Water-repellent rayon gabardine, quilted satin lining with wool interlining. Boys' \$17.50; Juniors' \$15.00; Men's \$20.00

THE STORMY PETREL—
Water-repellent cotton gabardine, quilted satin lining with SPUN SUN* interlining. Boys' \$18.95; Juniors' \$15.95; Men's \$22.50

• Sensibly priced Albert-Richard is a real point maker on your sportswear score card. You get smart casual styling, superb tailoring, warmth and comfort without bulk, and the newest and best in fabrics and leathers... jacket-wise, just what you need to make your life in the open more pleasant. Check Albert-Richard at your dealer's today! Write for his name.

Special! Albert-Richard colorful 1950 Football Map FREE at your dealer's. To get map direct, send 25c in coin to Albert-Richard, division of Fried, Ostermann Co., Milwaukee 4, Wisc.

Gloves by Albert-Richard... different from the ordinary... they're Action-Fit* for complete finger freedom.

*U. S. REG.

★ Once-in-a-lifetime Value!



MATCHED SET OF KNIVES

with lifetime edges

**Certified
\$5.00
Value**

VANADIUM STEEL • LIFETIME EDGES
NEVER NEED SHARPENING

Wonderful Gifts or Bridge Prizes Order Several Sets!

WHEN YOU BUY any of these fine Lever products you get top value for your soap money... PLUS a chance to save \$4 on valuable knives! Set includes: (No. 1) SLICER with 8" blade; (No. 2) KITCHEN KNIFE with 6" blade; (No. 3) ALL-PURPOSE KNIFE with 5" blade. Individual knives 50¢ each and one box top or wrapper... complete sets \$1.00 and two box tops or wrappers. Information about 6 additional, different pieces to enlarge your kitchen-cutlery set packed with every order. Mail the valuable, money-saving certificate today.

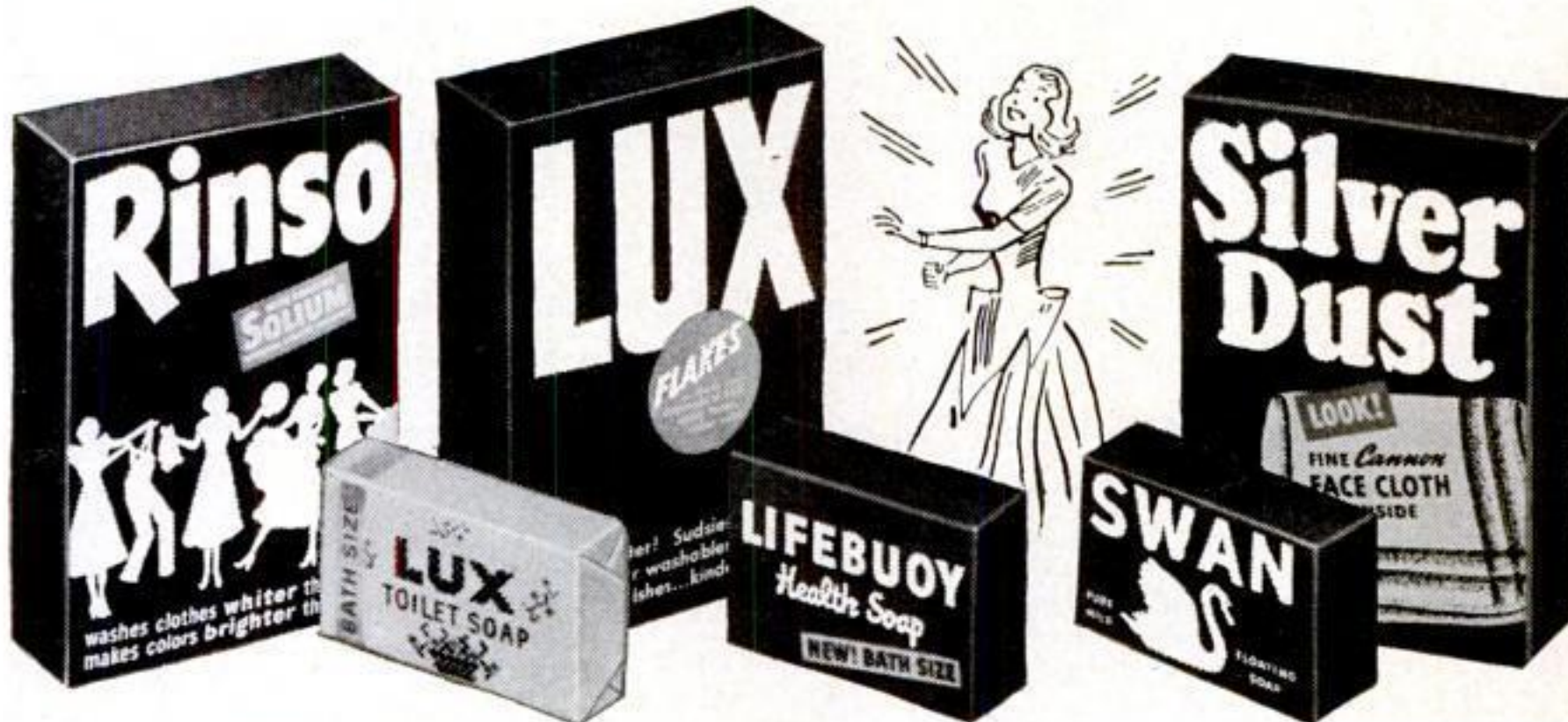
SET OF 3 ONLY

★ **\$1.00**

WITH TWO WRAPPERS OR
BOX TOPS FROM ANY OF THESE
FINE LEVER SOAPS

KNIVES
ACTUAL
SIZE

3



VALUABLE CERTIFICATE WORTH \$4.00

Mail to KNIFE SET, Box No. 38, New York 46, N. Y.

I enclose _____ in cash and _____ wrappers or box tops from any of these Lever Products: RINSO... SILVER DUST... LUX FLAKES... LUX TOILET SOAP... LIFEBOUY... SWAN.

Please send _____ matched sets of 3 knives, or single knife No. _____ to:

NAME (Please print clearly) _____

STREET _____

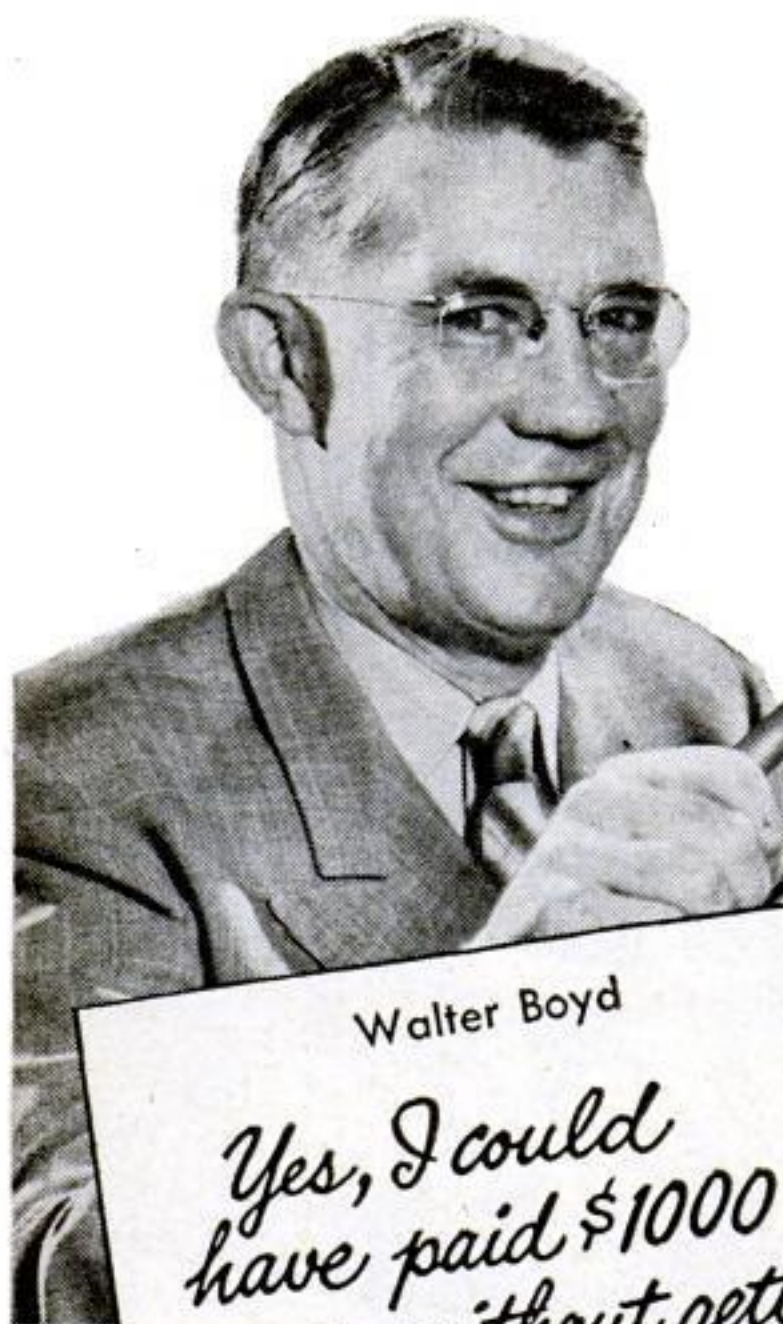
CITY _____ ZONE _____ STATE _____

This offer good only in continental United States (including Alaska), and Hawaii. Expires Dec. 31, 1950. Allow 3 weeks for delivery. This offer subject to applicable state and local regulations.

SAVE \$4.00 TODAY—MAIL THIS CERTIFICATE NOW!

2

1



"One 'Magic-Mile'

Walter Boyd

*Yes, I could
have paid \$1000
more without getting
all Dodge beauty
roominess and
famous dependability
Walter Boyd*



EASY IN . . . EASY OUT—through full-size doors that open wide—and *stay* open until you close them. No awkward twisting, no inconvenient stooping! No bumping your head or hat!



SPACIOUS BACK SEAT gives you the comfort of ample head room, shoulder room, leg room for three people. You ride relaxed, arrive *rested*! Deep knee-level seats provide full support.

Out of the Showroom...Out on the road... ...that's where you can test and judge cars best!

We urge you to get behind the wheel of the new Dodge . . . and let her go. Feel the surging power of that high-compression "Get-Away" engine! See how smoothly she rolls along . . . straightens out the curves and levels the bumps. Take this Dodge into the toughest traffic . . . and see how wonderfully easy she is to handle! Then pick out a parking space . . . one you'd ordinarily pass by as needing too much maneuvering . . . and slide in with ease.

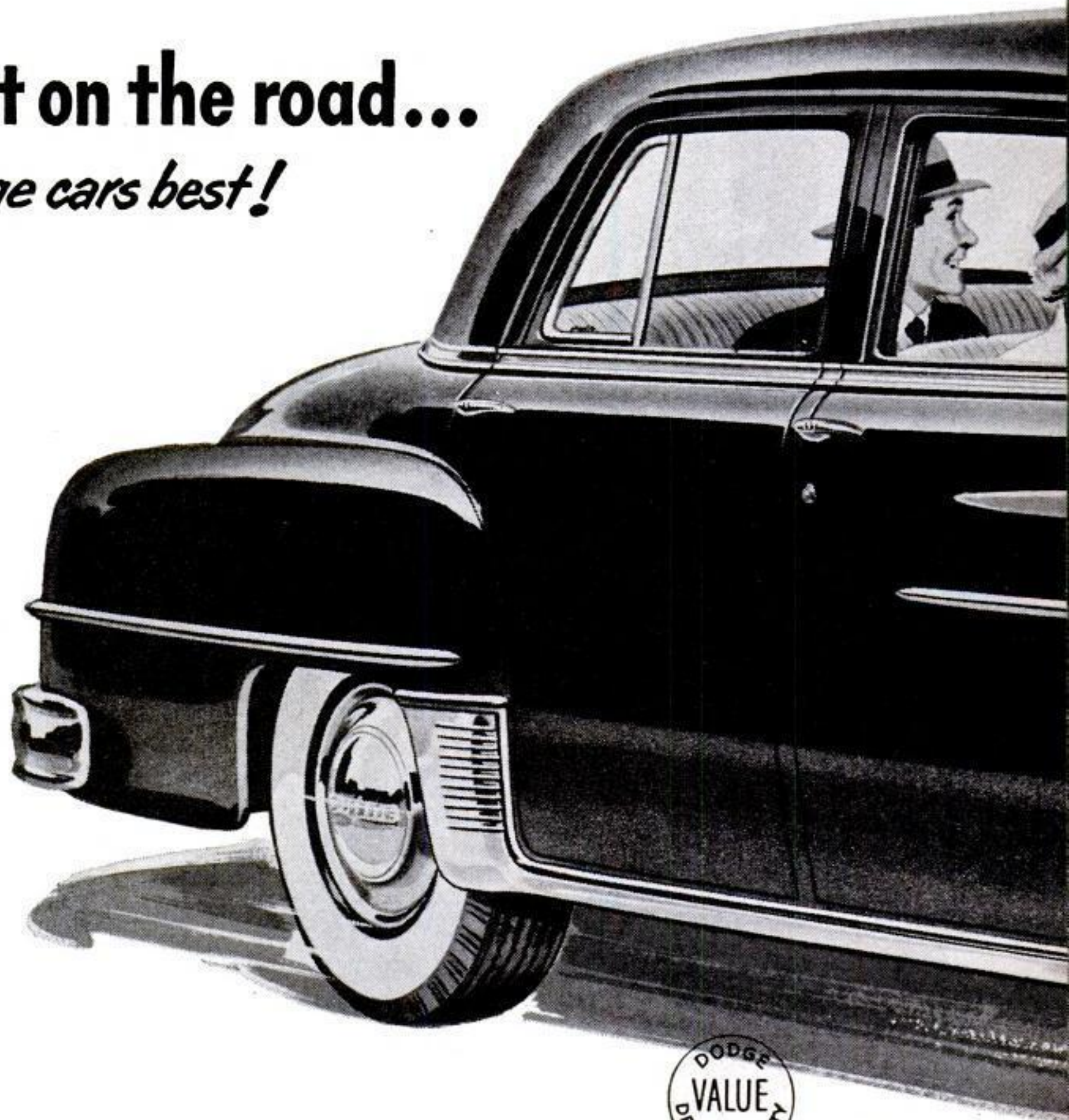
Let a "Magic-Mile" Ride Prove Dodge Bigger Value

Here is a car *built around people*—giving them the room they need to ride in real comfort. Leg room . . . shoulder room . . . head room—that you thought you'd never see in a car again. Dodge has it—and plenty of it plus picture window visibility all around—for extra driving safety and enjoyment. See and prove this bigger value for yourself. Take the Dodge "Magic-Mile" Ride. You'll be convinced Dodge is the biggest dollar value on the market today!

NEW BIGGER VALUE

DODGE

Just a few dollars more than the lowest-priced cars!



Ride saved me \$1000"

Says Walter Boyd, Los Angeles, Calif.



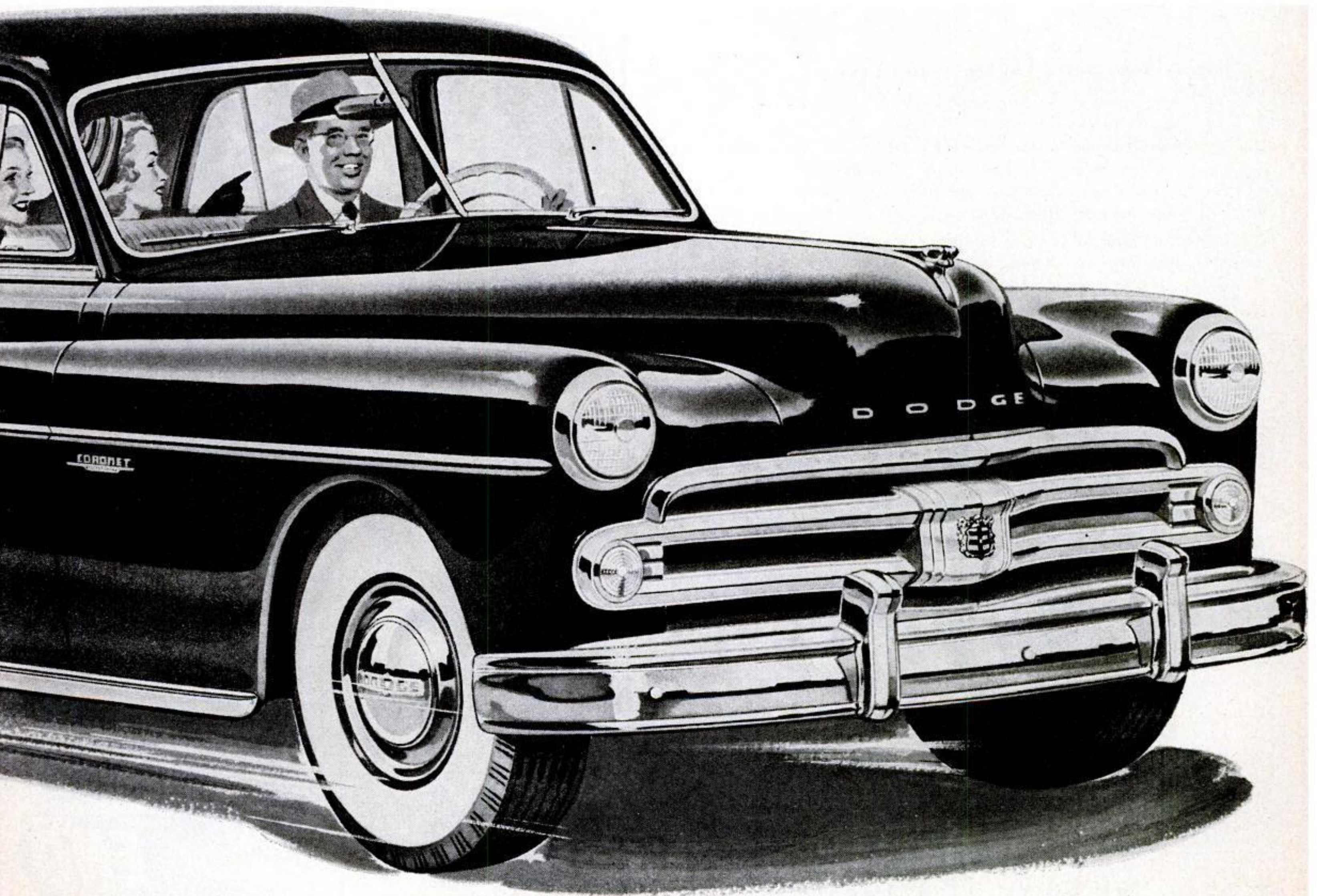
DODGE GYRO-MATIC frees you from shifting—gives you a new kind of driving ease. Rugged, trouble-free, yet it's the lowest-priced automatic transmission offered on any car today!



HUGE REAR PICTURE WINDOW—plus full-size eye-level windows and landscape windshield . . . gives you unexcelled visibility for safer driving. Makes roomy interior seem even more spacious.



SAFE-GUARD HYDRAULIC BRAKES give you swift, safe, pillow-soft stops every time. You'll be convinced—for driving ease and smoothness, you can't beat the new, bigger value 1950 Dodge!



ONE

name
quality
price

The LESTER GRAND PIANO
is the Official Piano
of the Philadelphia Orchestra

LESTER *Betsy Ross Spinet*



Is Your Child Taking Piano Lessons?

All parents desire happiness for their children . . . but many overlook the lasting happiness that comes from learning to play the piano. The ability to play is a great comfort and consolation all through life; it builds self confidence and poise . . . assures popularity for girls and boys.

The Lester Betsy Ross Spinet is the perfect instrument choice for your home:

- it is a quality piano built of the finest materials.
- it is famous for glorious tone and responsive touch.
- it is gracefully styled to add real charm to any room.
- it is priced to suit most family incomes.

Damp-Chaser equipped . . . only Lester offers this amazing moisture control feature.

See the newest models now . . . your dealer will arrange convenient terms.

Priced from \$545.00; model pictured \$595.00, f.o.b. Lester, Pa.

Guaranteed for ten years; made ONLY by the Lester Piano Manufacturing Company, Inc., builders of world renowned Lester Grand Pianos.

sold by America's foremost piano dealers

MAIL THIS COUPON FOR ILLUSTRATED BOOKLET

Lester Piano Manufacturing Company, Inc., Lester 13, Pa.

Send me your 24-page book showing piano arrangement in the home (Enclose 10c for postage)

Name _____

Address _____

City _____

Zone No. _____ State _____ L 5-S

Foreign Sales Representatives: H. A. ASTLETT & CO., 39 Broadway, New York 6, N. Y.

a beautiful piano with magnificent tone

LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce
PRESIDENT . . . Roy E. Larsen
EDITORIAL DIRECTOR . . . John Shaw Billings

BOARD OF EDITORS

Daniel Longwell CHAIRMAN
Edward K. Thompson MANAGING EDITOR
Maitland A. Edey } ASSISTANT
Sidney L. James } MANAGING EDITORS
John Osborne } EDITORIAL PAGE
John Chamberlain }
Charles Tudor ART DIRECTOR
Fillmore Calhoun, Emmet Hughes,
Joseph Kastner, Hugh Moffett,
Philip H. Wootton Jr.

STAFF WRITERS

Noel F. Busch, Robert Coughlan, Ernest
Havemann, Oliver Jensen, Charles J. V.
Murphy, Winthrop Sargeant.

PHOTOGRAPHIC STAFF

Ray Mackland PICTURE EDITOR
Assistant: Frank Scherschel
Jack Birns, Cornell Capa, Edward Clark,
Ralph Crane, Loomis Dean, David Douglas
Duncan, Alfred Eisenstaedt, Eliot Elisofon,
J. R. Eyerman, N. R. Farbman, Andreas
Feininger, Albert Fenn, Fritz Goro, Allan
Grant, Bernard Hoffman, Yale Joel, Mark
Kaufman, Dmitri Kessel, Wallace Kirk-
land, Nina Leen, Thomas McAvoy, Francis
Miller, Ralph Morse, Carl Mydans, Gordon
Parks, Michael Rougier, Walter Sanders, Joe
Scherschel, George Silk, George Skadding,
W. Eugene Smith, Howard Sochurek, Peter
Stackpole, Charles Steinheimer, Hank
Walker.

ASSISTANT EDITORS

Oliver Allen, Herbert Brean, Earl Brown,
Robert Campbell, John Dille, David Drei-
man, Gene Farmer, William Jay Gold, Wil-
liam P. Gray, George Hunt, Richard W.
Johnston, Sally Kirkland, Percy Knauth,
Kenneth MacLeish, Tom Prideaux, Mar-
shall Smith, Claude Stanush, John Thorne,
Margit Varga, Robert Wallace, Robert
Wernick, A. B. C. Whipple, Richard L.
Williams.

RESEARCH STAFF

Marian A. MacPhail CHIEF
Assistants: Jo Sheehan, Ruth Dennis, Mary
Leatherbee, Irene Saint, Valerie Vonder-
muhl.

REPORTERS: Ruth Adams, Constance Bab-
ington-Smith, Barbara Ballou, Mary Eliza-
beth Barber, Margaret Bassett, Dean Brelis,
Mathilde Camacho, Tom Carmichael, Kay
Doering, Laura Ecker, Jane Estes, Phyllis
Feldkamp, Gertrudis Felu, Jean Ferriss,
Honor Fitzpatrick, Timothy Foote, Nancy
Genet, Doris Getsinger, Patricia Gilbert,
Ralph Graves, Terry Harnan, Jacquelyn
Hinds, Patricia Hunt, Sally Iselin, Edward
Kern, Eileen Lanouette, James Leenthal,
Jeanne LeMonnier, Gera'dine Lux, Dana
Munro, Patricia O'Connell, Eleanor Parish,
Dorothy Seiberling, George Shiras, Kathleen
Shortall, Margaret Thompson, Loudon
Wainwright, Donald Wilson, Jane Wilson,
Monica Wyatt, Warren Young.

COPY READERS: Helen Deuell (Chief), Ber-
nice Adelson, Hilda Edson, Dorothy Illson,
Virginia Sadler, Rachel Tuckerman.

PICTURE BUREAU

Dorothy Hoover CHIEF
Alma Ezgleston (library), Natalie Kosek,
Jane Bartels, Barbara Brewster, Mary Carr,
Betty Doyle, Margaret Goldsmith, Jennie
Hart, Ruth Lester, Maude Milar, Helen
Rounds, Margaret Sargent.

LAYOUT

Michael Phillips, Bernard Quint, William
Gallagher, Hilde Adelsberger, Matt Greene,
Earl Kersh, Anthony Sodaro, Frank Stock-
man, Dorothy Witkin, Alfred Zingaro.

NEWS SERVICES

DOMESTIC: Robert T. Elson (Chief), Law-
rence Laybourne, Coles Phinizy. BUREAU—
WASHINGTON: James Shepley, Edward F.
Jones, Robert Parker, Jane Rieker, David
Zeitlin; CHICAGO: Ben Williamson, Frank
Campion, Charles Champlin, Norman Ross;
LOS ANGELES: Fritz Goodwin, Gene Cook,
John Bryson, Robert Cahn, Stanley Flink,
Jeanne Stahl, Theodore Strauss; ATLANTA:
William S. Howland, Ron Reynolds; Bos-
ton: Jeff Wylie, Will Lang; DALLAS: Wil-
liam Johnson, James Truitt; DENVER: Bar-
ron Beshoar; DETROIT: Fred Collins, Robert
Drew; SAN FRANCISCO: Milton Orshesky,
Alfred Wright; SEATTLE: James L. Mc-
Conaughy Jr.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), Eleanor Welch, G. W. Church-
ill. BUREAU—LONDON: Eric Gibbs, George
Caturani, Frances Levison, Patricia Beck,
Joann McQuiston, Monica Horne; PARIS:
Andre Laguerre, John Jenkinson, John
Stanton, Lee Eittington, Dora Jane Hamblin;
BERLIN: Enno Hobbing, Martin O'Neill;
ROME: George E. Jones, Roy Rowan, John
Luter; ATHENS: Mary Barber; HONG KONG:
Wilson Fielder; BANGKOK: Elmer Lower;
TOKYO: Frank Gibney; MEXICO CITY:
Robert Spiers Benjamin; RIO DE JANEIRO:
Frank White; BUENOS AIRES: Robert Nev-
ille.

PUBLISHER

Andrew Heiskell

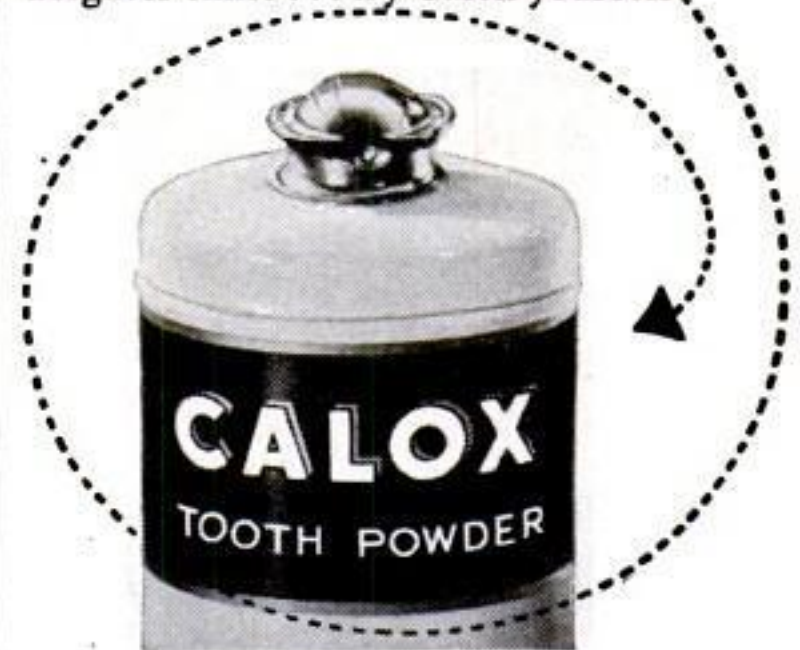
ADVERTISING DIRECTOR

Clay Buckhout

38% brighter teeth



Amazing results proved by independent
scientific test. For cleaner teeth, for a
brighter smile . . . try Calox yourself!



RELIEF

from discomfort of

ACID INDIGESTION CONSTIPATION SICK HEADACHE DULLNESS

due to ordinary sluggishness



Whenever you're headachy,
upset, sour because of acid
indigestion—take sparkling
Eno quick! You'll promptly
help neutralize excess stomach
acid, ease "full feeling" over-
night! When you wake, take

Eno as a quick-acting laxative. It
offers positive, yet gentle re-
lief. Used by millions. At all
druggists—buy today!

- 1 ANTACID—relieves sourness, gas
and heartburn promptly.
- 2 LAXATIVE—to relieve temporary
sluggishness quickly, take before
breakfast when needed.
- 3 PLEASANT—as a glass of spar-
kling, bubbly soda water!



Take
Good-tasting **ENO**

AT YOUR HOUSE...serve the finer butter that's served at *STOUFFER'S* restaurants

Popular Stouffer's Restaurants—where good friends meet in pleasant, home-like atmosphere to enjoy a delicious meal. In Stouffer's, as in most of the nation's fine eating places, you can be sure of getting the best butter money can buy. For Stouffer's Chicago, Detroit, Pittsburgh and Cleveland restaurants serve you Meadow Gold! This fine, churn-fresh butter is yours to enjoy at home, too. For your neighborhood food store has it, specially wrapped for you in flavor-saving aluminum foil! Today try the finest, try Meadow Gold, the butter served at Stouffer's Restaurants.



**You get the nutritious butterfat
of 10 quarts of rich milk in every pound
of Meadow Gold Butter**

Meadow Gold comes to you specially wrapped in flavor-saving aluminum foil! This revolutionary wrapper protects the butter from "visiting" food flavors in your refrigerator. And keeps that fine, delicate Meadow Gold goodness—*twice as long!* Because each quarter pound is individually wrapped, the last tastes fresh as the first. So you can buy by the pound and save! Today, ask for Meadow Gold Butter.

**Try these products of
Beatrice Foods Co.:**

Meadow Gold Milk
Meadow Gold Ice Cream
Meadow Gold Salad Dressing
Chox Instant Hot Chocolate
Meadow Gold Cheese



Meadow Gold Butter



For free reproduction of this painting, write to Johnson & Johnson, Box 1006, Dept. C, New Brunswick, N. J.

"Mommy always says you're safe when you use Johnson & Johnson"



Sealed in individual envelopes, Red Cross* Sterile Gauze Pads are soft, absorbent, absolutely sterile. Ideal for First Aid and Baby Care.



New exclusive formula: Now Red Cross* Adhesive Tape gives better sticking qualities and greater freedom from skin irritations.



Red Cross* Cotton comes to you sterile. This long-fibered cotton is the whitest, softest, most absorbent surgical cotton available.



Individually wrapped and sterile, BAND-AID Adhesive Bandages are convenient protection for small cuts, blisters, and abrasions.



New Red Cross* Cotton Balls are sterile and convenient. Have 1000 and 1 uses, in the nursery, for first aid, for cosmetics.

*No connection whatever with American National Red Cross.

The most trusted name in surgical dressings... **Johnson & Johnson**

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1950 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

SEOUL AND VICTORY	29
EDITORIALS: SALUTE TO OUR WARRIORS	
BUT WHAT COMES NEXT?	38
THE END COMES FOR A CHAMPION	39
TOM MURPHY TAKES OVER	40
DARKNESS AT NOON ENVELOPS EASTERN HALF OF U.S.	42
ARRESTS END THE "HENRY FORD" SWINDLE	47
ST. PAUL BUILDING IS OGLERS' DELIGHT	53

PICTORIAL ESSAY

GEOGRAPHY OF THE UNIVERSE	94
---------------------------	----

ARTICLE

MARK CLARK SPEAKS OUT	140
-----------------------	-----

CLOSE-UP

BLAUK AND SON, by MARSHALL SMITH	59
----------------------------------	----

ART

HOW GI PAINTERS SAW KOREA	70
---------------------------	----

MOVIES

"TRIO"	77
--------	----

RELIGION

EVERYONE HELPED BUILD CHURCH	91
------------------------------	----

THEATER

A CRITIC AWAITS HIS CRITICS	111
-----------------------------	-----

TRANSPORTATION

NEW STATION REPLACES TOLEDO EYESORE	121
-------------------------------------	-----

BOOKS

"FRACTURED FRENCH"	126
--------------------	-----

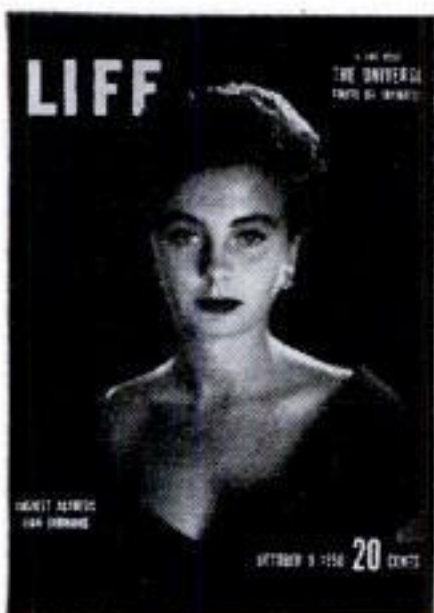
EDUCATION

BAVARIAN KIDS DREAM OF GLORY	133
------------------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	4
SPEAKING OF PICTURES:	
"PLUSHY, POODLY, SHAGGY," SAYS MRS. SNOW	12
LIFE REPORTS: VAN GOGH AND THE T-MEN, by EMILY GENAUER	17
MISCELLANY: HANGING HERO	74
QUADRUPLES BALK	88
LIFE VISITS A FISHERMAN'S PARADISE	156

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



© PHILIPPE HALSMAN

LIFE'S COVER

Jean Simmons was born 21 years ago in the London suburb of Golders Green and lived quietly there for 14 years in a middle-class family whose chief claim to fame was that Papa had won a third place in Gymnastics in the 1912 Olympic Games. Then came a bit part in a movie, more and bigger parts, fame, stardom, travels to such ends of the earth as the Fiji Islands to make a romantic film called *Blue Lagoon*, and to New York to publicize her current film *Trio* (pp. 77-87). America has given her a taste for strawberry ice cream and baseball; but her heart's dream is to play Juliet in a Laurence Olivier production of *Romeo and Juliet*.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—© PHILIPPE HALSMAN	77 THROUGH 84—PARAMOUNT PICTURES
4—MARINE CORPS PHOTO BY T/SGT. GLEN A. FITZGERALD	87—J. ARTHUR RANK ORGANIZATION EXC. LT. CEN. N.R. FARBMAN
6—BETTY PARSONS GALLERY COURTESY MRS. WILLIAM A. PEDLAR—COURTESY KOOTZ GALLERY	88—JACK GUNTER FOR THE NASHVILLE BANNER—LOS ANGELES TIMES
9—GEORGE SILK	91—DANA MARTIN
11—BOT. MRS. OLE MULLER, THE BETTMANN ARCHIVE	92—YALE JOEL
12, 13—FROM SEPTEMBER HARPER'S BAZAAR PARIS REPORT	93—REV. ANDREW G. ROSENBERGER EXC. RT. CEN. GEORGE H. CLARK
14—GORDON PARKS	94, 95—DRAWING BY MATT GREENE, COURTESY MOUNT WILSON AND PALOMAR OBSERVATORIES
15—PETER POLLACK	96—LT. FROM "THE DAWN OF CIVILIZATION—EGYPT AND CHALDEA" BY G. MASPERO, PUBLISHED BY THE SOCIETY FOR PROMOTING CHRISTIAN KNOWLEDGE, LONDON
29—DAVID DOUGLAS DUNCAN	—THE BETTMANN ARCHIVE—FROM "SPLENDOR OF THE HEAVENS" PUBLISHED BY HUTCHINSON AND CO.—HISTORICAL PICTURES SERVICE: RT. DRAWINGS BY A. PETRUCCELLI
30, 31—DAVID DOUGLAS DUNCAN—HANK WALKER, CARL MYDANS (2)	97—DRAWINGS BY A. PETRUCCELLI
32, 33—DAVID DOUGLAS DUNCAN (3), HANK WALKER (2)—DAVID DOUGLAS DUNCAN, HANK WALKER (2)—DAVID DOUGLAS DUNCAN (2), HANK WALKER (2)	98—J.R. EYERMAN—COURTESY MOUNT WILSON AND PALOMAR OBSERVATORIES
34—DAVID DOUGLAS DUNCAN	99—J.R. EYERMAN—COURTESY MOUNT WILSON AND PALOMAR OBSERVATORIES
35—HANK WALKER—DAVID DOUGLAS DUNCAN—A.P., HANK WALKER	100, 101—COURTESY MOUNT WILSON AND PALOMAR OBSERVATORIES
36, 37—CARL MYDANS EXC. MAP BY ANTHONY SODARO AND RAFAEL PALACIOS	102, 103—J.R. EYERMAN EXC. DRAWING BY MATT GREENE
39—MATHEW ZIMMERMAN FROM A.P.	104, 105—J.R. EYERMAN
40—WERNER WOLFF FROM B.S., ANTHONY LINCK—CEN. INT., ANTHONY LINCK	106—COURTESY MOUNT WILSON AND PALOMAR OBSERVATORIES; J.R. EYERMAN—DRAWING BY MATT GREENE
41—ALFRED EISENSTADT FROM PIX—ANTHONY LINCK—NEW YORK DAILY MIRROR, ANTHONY LINCK, ACME, GEORGE SILK—NEW YORK DAILY NEWS	107—COURTESY MOUNT WILSON AND PALOMAR OBSERVATORIES
42—MARVIN M. GREENE FOR CLEVELAND PLAIN DEALER	111—LEONARD MCCOMBE—TALBOT AND GILES
43 THROUGH 50—FRANCIS MILLER	112, 113, 114—LEONARD MCCOMBE
51, 54—BONHAM CROSS	119—NINA LEEN—WILLIAM J. SUMITS
53 THROUGH 62—GEORGE SILK	121—WERNER WOLFF FROM B.S.
61—T. EUROPEAN	122—SECOND FROM T. TOLEDO BLADE—WERNER WOLFF FROM B.S. (2)
66, 68—GEORGE SILK	126 THROUGH 130—© 1950 BY DOUBLEDAY & CO., INC.
70, 71—FERNAND BOURGES COURTESY DEPARTMENT OF THE ARMY, OFFICE OF THE CHIEF OF MILITARY HISTORY; AUTHENTICOLOR COURTESY DEPARTMENT OF THE ARMY, OFFICE OF THE CHIEF OF MILITARY HISTORY—FERNAND BOURGES COURTESY DEPARTMENT OF THE ARMY, OFFICE OF THE CHIEF OF MILITARY HISTORY; AUTHENTICOLOR COURTESY DEPARTMENT OF THE ARMY, OFFICE OF THE CHIEF OF MILITARY HISTORY	131 THROUGH 135—KURT SCHRAUDENBACH
72—FERNAND BOURGES COURTESY DEPARTMENT OF THE ARMY, OFFICE OF THE CHIEF OF MILITARY HISTORY	144—MAP BY ANTHONY SODARO
74—BILL FORBIS	147—MARGARET BOURKE-WHITE
	148, 149—U.S. SIGNAL CORPS
	150, 153—ACME
	154—COMBINE
	156 THROUGH 160—PETER STACKPOLE

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

Did you know...

for 10 years they were after Mr. 880 but whenever they came close, he would just 23 skidoo! It remained up 2 Burt Lancaster the number 1 Secret Service Man 2 find him... then along came 1 Dorothy McGuire, and Lancaster almost forgot 2 10 2 his business. But finally, they cornered 880 and saw to it that the old rascal paid 4 his crimes.

WHICH ALL ADDS UP TO

1 wonderful picture!

Burt Lancaster

Dorothy McGuire

Edmund Gwenn

Mister

880

20th CENTURY-FOX

with MILLARD MITCHELL • Directed by EDMUND GOULDING
Produced by JULIAN BLAUSTEIN • Screen Play by Robert Riskin
Based on an Article in The New Yorker by St. Clair McKelway

Never again...

need your wool
sweaters shrink
out of fit!

nor any other
wool garment!



HOSIERY

CHILDREN'S WEAR

SPORT SHIRTS

JERSEY

INFANTS' WEAR

SKIRTS & JACKETS

ROBES

YARD GOODS

UNDERWEAR

GLOVES & MITTENS

"SANFORLAN" TELLS YOU THE WORK'S OUT OF WASHING BECAUSE THE SHRINK'S OUT OF WOOL!

Now—sweater washing's easy! You don't need stretchers, frames or boards! Don't need to pull and pin and fuss! "Sanforlan"-labeled woolens are here!

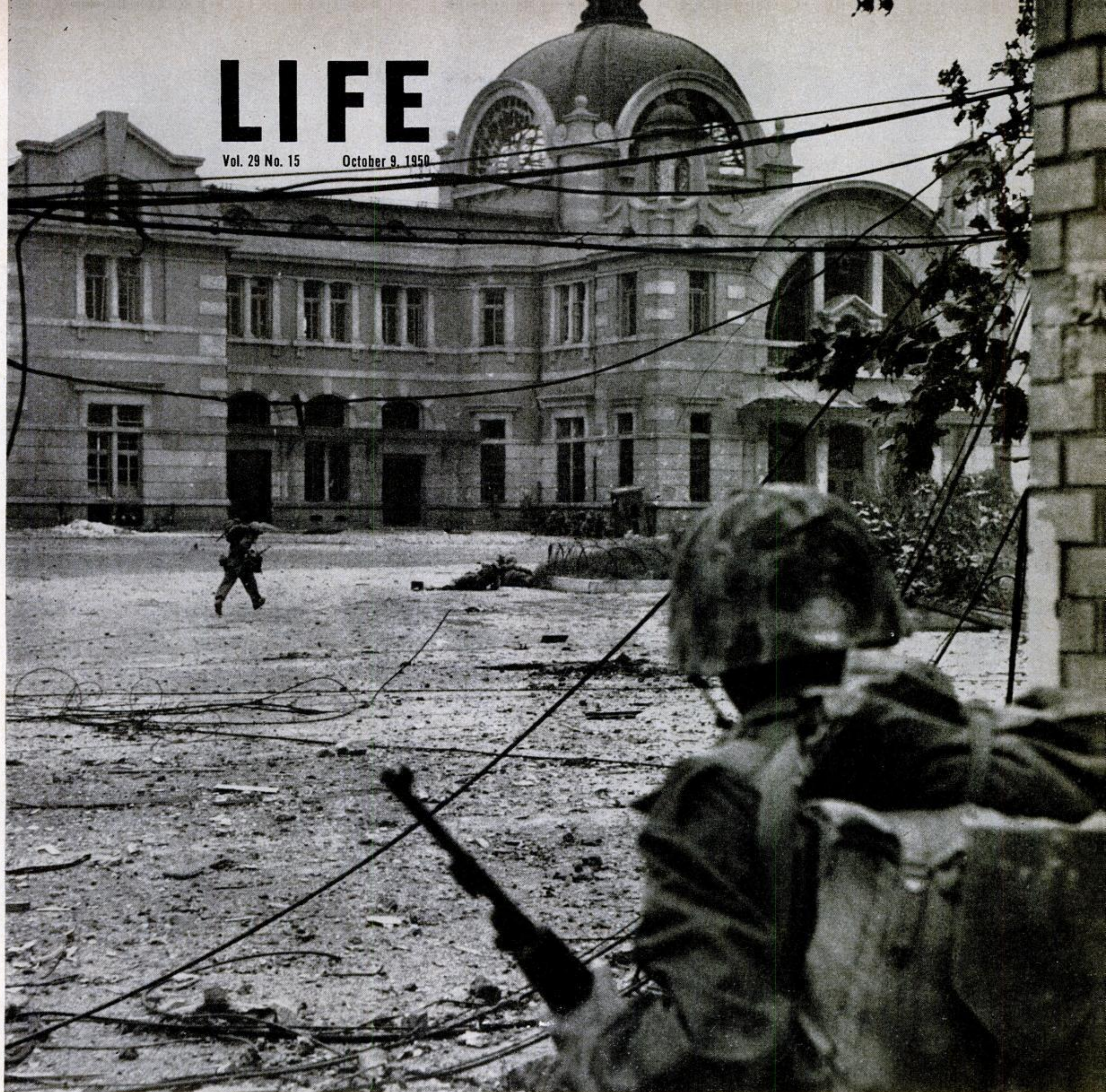
And no matter how many times you wash these new wonder wools, they won't shrink out of fit—won't mat or felt! "Sanforlan" wools—knitted or woven—will keep their original size and softness.

Buy "Sanforlan" woolens . . . follow manufacturer's washing directions . . . be free from wool washing worries.

SANFORLAN
TRADE-MARK

Brought to you by the "Sanforized" people!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.



IN A RUBBLE-STREWN SQUARE IN SEOUL, A MARINE (RIGHT) COVERS FOR OTHER SCOUTS AS THEY ADVANCE CAUTIOUSLY TO TAKE MAIN RAILROAD STATION

SEOUL AND VICTORY

HERE IS RECORD OF WAY SOUTH KOREA WAS RETAKEN

It was two weeks ago that these U.S. Marines cautiously felt their way through the rubble and the fallen telephone wires into the massive railroad station at Seoul. Two weeks is time enough for many Americans at home to begin to forget what the war was really like. It was a bitter, grueling war whose bitter, grueling pace never ceased until the last defender of Seoul was killed or captured.

Until mid-August, the United Nations forces were in terrible danger of being pushed off the

Korean peninsula. In its short span the war presented a complex of military and logistical problems—desperate delaying actions, precariously fluid defenses, river crossings and amphibious landings—all at the end of an 8,000-mile supply line. And before it was over it cost the lives of 3,000 Americans while 11,000 others were wounded.

Americans could be proud of the victory. Soldiers and Marines performed with brilliant efficiency to end the war in South Korea 12 days

after the Inchon landing. The last stages of the campaign are recorded on these pages by LIFE Photographers Hank Walker, David Duncan and Carl Mydans, who went up under fire with the assaulting companies as they attacked and conquered Seoul.

This was a war offering no threat to America's shores and fought in a country many Americans had not even heard of. Most of the world did not expect the U.S. to fight it. But the U.S. went into it as a matter of principle. And won.



IN THE FIRST LIGHT OF DAWN ALONG THE HAN, THE X CORPS COMMANDER GENERAL ALMOND (CENTER, WITH FATIGUE CAP) EXAMINES ENEMY POSITIONS



CROSSING HAN RIVER Marine amphibious tractors carry troops of 5th Regiment's support waves. Although the small village on the opposite bank is still

burning from the preliminary bombardment, a crowd of white-clad Koreans has gathered on the bank to welcome the amtracs which are already lumbering ashore.



CORPORAL LEONARD HAYWORTH sees his picture in Sept. 18 *LIFE* story. Next morning he was killed in action.

ARMY AND MARINES FORCE CROSSINGS OF HAN RIVER

The Han was the river along which, in the first frantic days of the war, the South Koreans could make only a brief stand in their helpless retreat from Seoul. Now the U.N. forces, after a swift advance from Inchon, were at the Han again, temporarily barred by its slow, muddy waters from moving into Seoul. The Army troops of the X Corps were fresh from Japan, but many of the Marines were veterans of savage fighting on the Pusan perimeter. Some of them, as they waited, read of the battles they had fought (*above*).

On the morning of Sept. 20 the 5th Marines crossed the river west of Seoul. Amtracs (amphibious tractors) ferried troops over the Han.

Engineers began building bridges. The guns of the battleship *Missouri* and of cruisers anchored off Inchon some 15 miles away blasted the enemy-held east bank.

The North Koreans were able to offer only slight resistance, and before they were able to move their forces against this beachhead the 1st Marine Regiment also got across the river about six miles to the south. A day later, with the two Marine regiments converging on Seoul from the west and south, the Army's 7th Division crossed from the southeast. In the six days of the three-pronged attack two divisions had been thrown across the river. Before them lay the road to Seoul.



PONTOON BRIDGE is built by Army engineers for movement of heavy equipment. Engineer with carbine (*above, left*) sits on end of bridge watching for snipers.



BURNED REDS are victims of flame throwers which the Marines used at close range to throw back several desperate Red counterattacks near the Han River.

JEEP HITS MINE. CASUALTIES: ONE DEAD, THREE WOUNDED



AFTER EXPLOSION, JEEP LIES ON ITS BACK WHILE SURVIVORS STAND GROGGILY NEARBY



CRYING NOT IN PAIN BUT IN SORROW, JEEP DRIVER IS COMFORTED BY ANOTHER MARINE



A SECOND JEEP TAKES THE CASUALTIES BACK. EBENSTEINER IS ON BACK SEAT AT RIGHT

What happened here goes a long way toward explaining the spirit of the U.S. Marine Corps. In the middle picture Corporal Paul Ebensteiner,

jeep driver, is crying, not because he is wounded, which he is, but because he thinks it is his fault that another Marine was killed, which it is not.



CHILDREN UNDER FIRE plug their ears. No one knows how they got there, but they survived.

MARINES FIGHT WAY

After crossing the Han, the Marines drove on Seoul along two routes, one column hooking down from the north and another fighting its way eastward along the Inchon-Seoul highway. They fought battle after small battle for a series of small sharp hills and little towns. The roads were sowed haphazardly with North Korean wooden-box mines, which are buried close to the surface and are usually easy to spot. But vehicle drivers in the spearheads, moving too fast to look everywhere at once, sometimes failed to see them and were blown up (*left*). Antitank guns and mortars were hidden along the routes. Often these opened up at close range in suicidal attempts to halt the advance before they too were knocked out. The Reds fought with every



TAKING ANOTHER HILL ON DRIVE TOWARD SEOUL,



V.F.W. MEMBER Chun Lee, a Hawaiian in Korea, turned up during fighting, offered his services.

ALONG ROAD TO SEOUL

man they had, throwing wounded, freshly bandaged soldiers into futile counterattacks—on a single hillside near Yongdungpo, 400 of them were wiped out in one hour.

In the newly taken towns, the South Koreans poured out to welcome the Marines far more warmly than they had in the old beachhead area. They had two reasons—they had lived long enough under Red rule to develop a hatred for it, and they could see that the marines were not likely to be driven out. They pointed out enemy snipers, dug foxholes, brought out charcoal burners on which the Americans could heat their rations. But this hospitality in the suburbs was not matched inside Seoul. There a full Red division was digging in for the showdown.

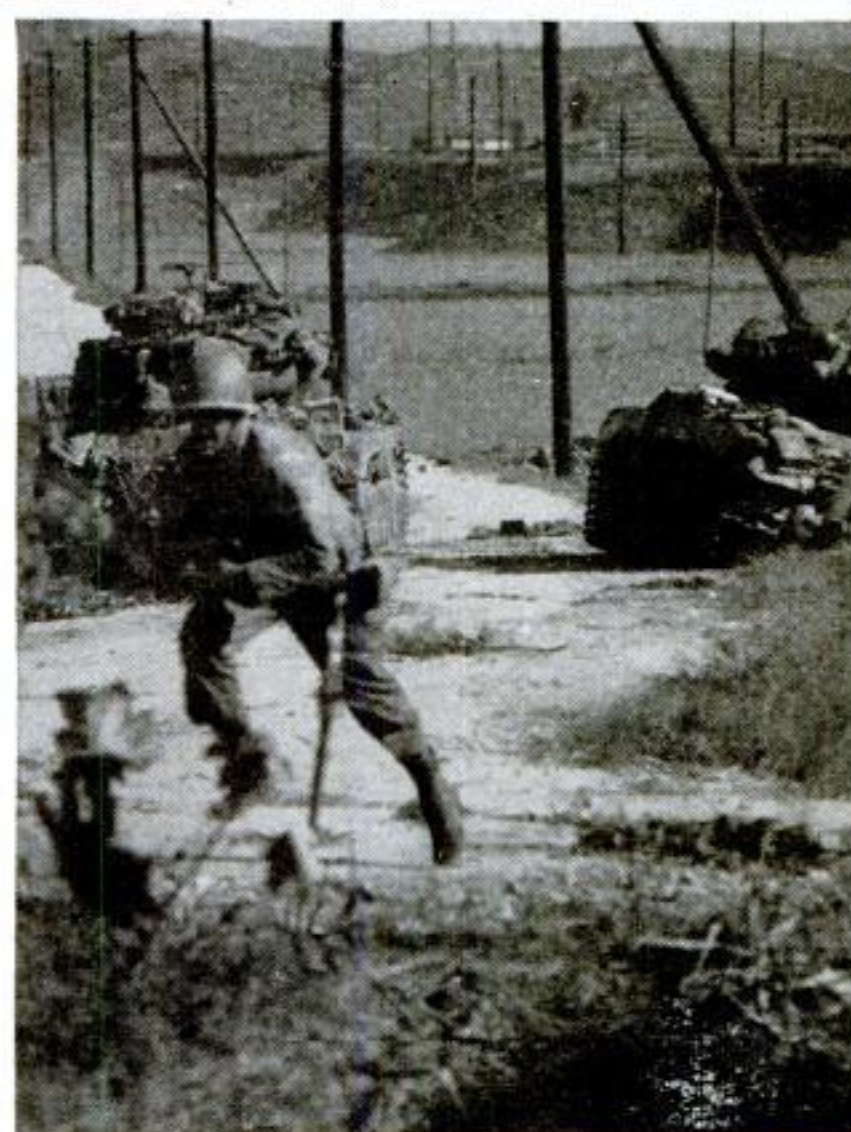


MARINES GO FORWARD UNDER SMALL-ARMS FIRE

TANK LOSES TREAD IN BATTLE. CASUALTIES: ONE WOUNDED



CREWMAN FLEES DISABLED TANK (RIGHT)



SECOND, UNDER FIRE, ALSO GETS AWAY



THIRD PILES OUT WITH HIS HEAD DOWN



FOURTH, ALSO UNDER FIRE, GETS AWAY TOO



LAST MAN ESCAPES, ONLY ONE WAS WOUNDED



CORPSMEN CARRY HURT CREWMAN AWAY

What happened here illustrates a point often overlooked by those who are appalled at the expense of war: as much equipment wears out as

is knocked out. This Marine tank, which carries a crew of five, threw a tread, which stopped it as effectively as if it had been hit by a shell.

ABLE COMPANY'S C.O. AVERTS DISASTER BY DEFYING "WHEELS"

The "minor" decisions that win or lose battles often get lost in gunfire or headquarters rhetoric. Here LIFE Photographer Duncan records one such incident that took place in Seoul.

It was a lonely killer-world into which Captain Bob Barrow was leading his men. The interpreters had lagged so far behind that Barrow could form no clear picture of where in Seoul the enemy lay entrenched and waiting. Scouts

moved ahead. Casualties were light but Bob Barrow grew cautious. Repeated calls for tank support drew the disturbing answer that the big Pershings had been delayed at the river crossing. Yet the men kept advancing and by noon were on Hill 79 atop a saddleback ridge overlooking, at their left, the railroad station, the freight yards and the government district of Seoul. Dead ahead on a hillside sprawled an innocuous-looking residential district.

Along his ridge Captain Barrow deployed his men and checked his flanks with a more stubborn thoroughness than is generally expected of a junior officer. He brought forward all his snipers and artillery observers. Suspiciously the men scanned the sector ahead. The prize lay waiting and the pressure over the short-range radio from the "wheels"—current military jargon for big brass—was terrific. The plan was to deliver Seoul Sept. 27, three months to the day since it had been evacuated. There were only 48 hours left.

Barrow kept catching hell from up the line and the ones higher up kept catching it from those still higher up. At a tense moment when it seemed he could delay the attack no longer, he stopped answering any calls. But just then a sniper standing beside him grunted one word: "Cooks." His field glasses had picked up shadowy movements around three buildings located just opposite the Seoul railroad station. Then an entire Communist platoon burst from under the shelter of a railroad embankment and dashed into the center building. Barrow knew now that he had located the Red's main positions. He picked up the hand set and calmly

asked for air strikes, giving precise directions.

It took 18 hours for rockets and bombs and mortar shells (*below*) to destroy a trap which blocked the advance of the entire 1st Marine Division. In this one sector the North Koreans had concentrated their most fanatic troops, including the city's main garrison and reserves who could cover a retreat to the north. After those 18 hours Captain Barrow knew it was time to send Able Company again into battle.



FIRST FLAG to be raised over Seoul by U.N. forces is run up over a small house by men of Able Company.



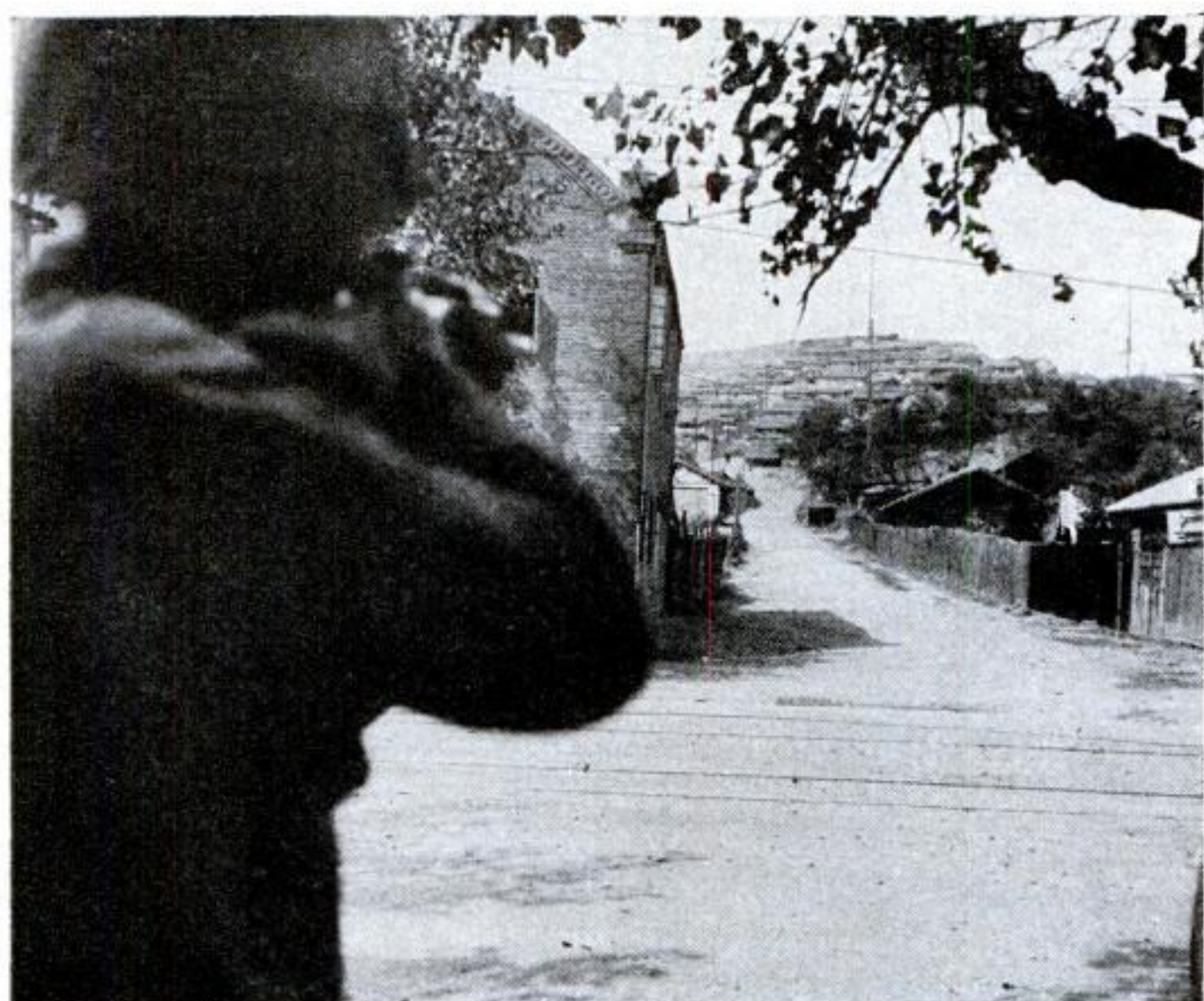
CRUCIAL CALL to battalion for air strike on the Red positions is made by Company C.O. Bob Barrow.



WATCHING AIR ATTACK on the enemy position in one of Seoul's residential areas, Marines of Able Company wait for the fierce 18-hour plane and mortar

bombardment to break the back of the Reds' resistance. After it was over the company came down from Hill 79 and slowly fought their way into the heart of the city.

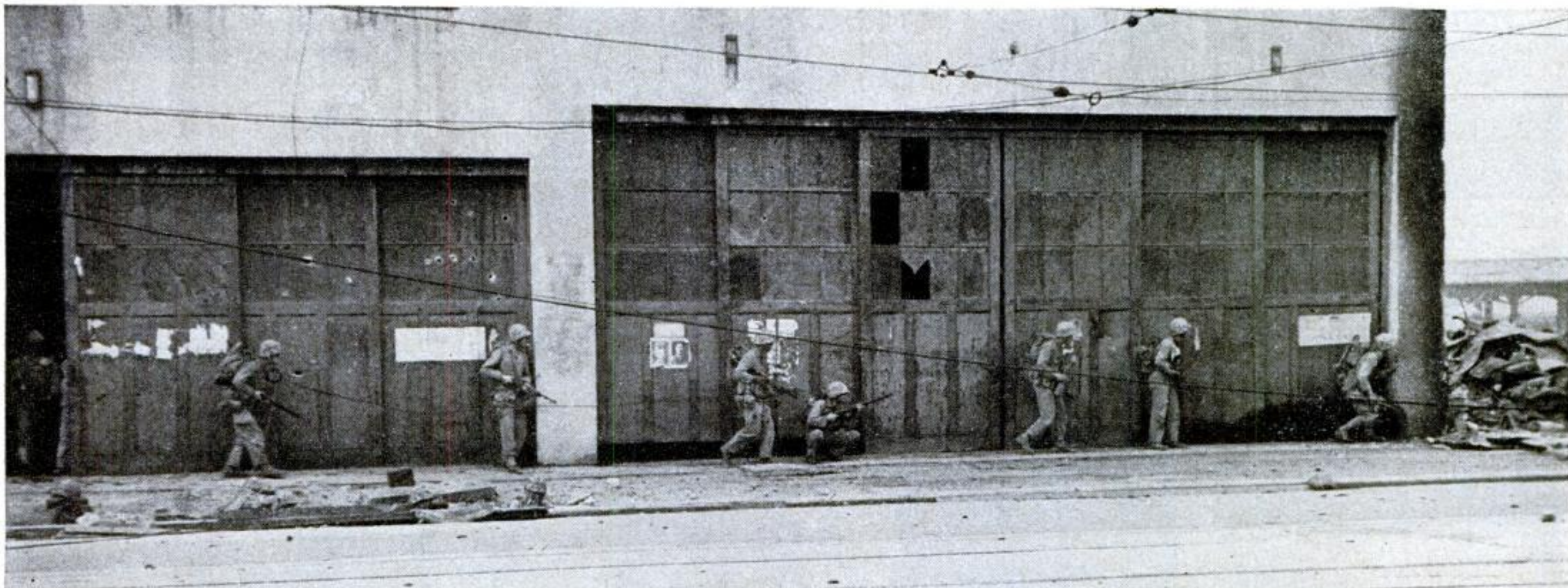
FIERCE STREET FIGHTING BRINGS MARINES TO CITY'S CENTER



MARINE'S EYE-VIEW of sniper hunting is caught by Photographer Hank Walker who sighted camera past rifleman firing at enemy concealed in house ahead.



CLEANING OUT SEWER full of Red troops, Marine BAR-man (center) and riflemen wait while smoke from phosphorus grenades pours from drainage ditch.



APPROACHING RAILROAD STATION near the center of Seoul, elements of Charlie Company, 1st Marines, move cautiously past deserted building. After they

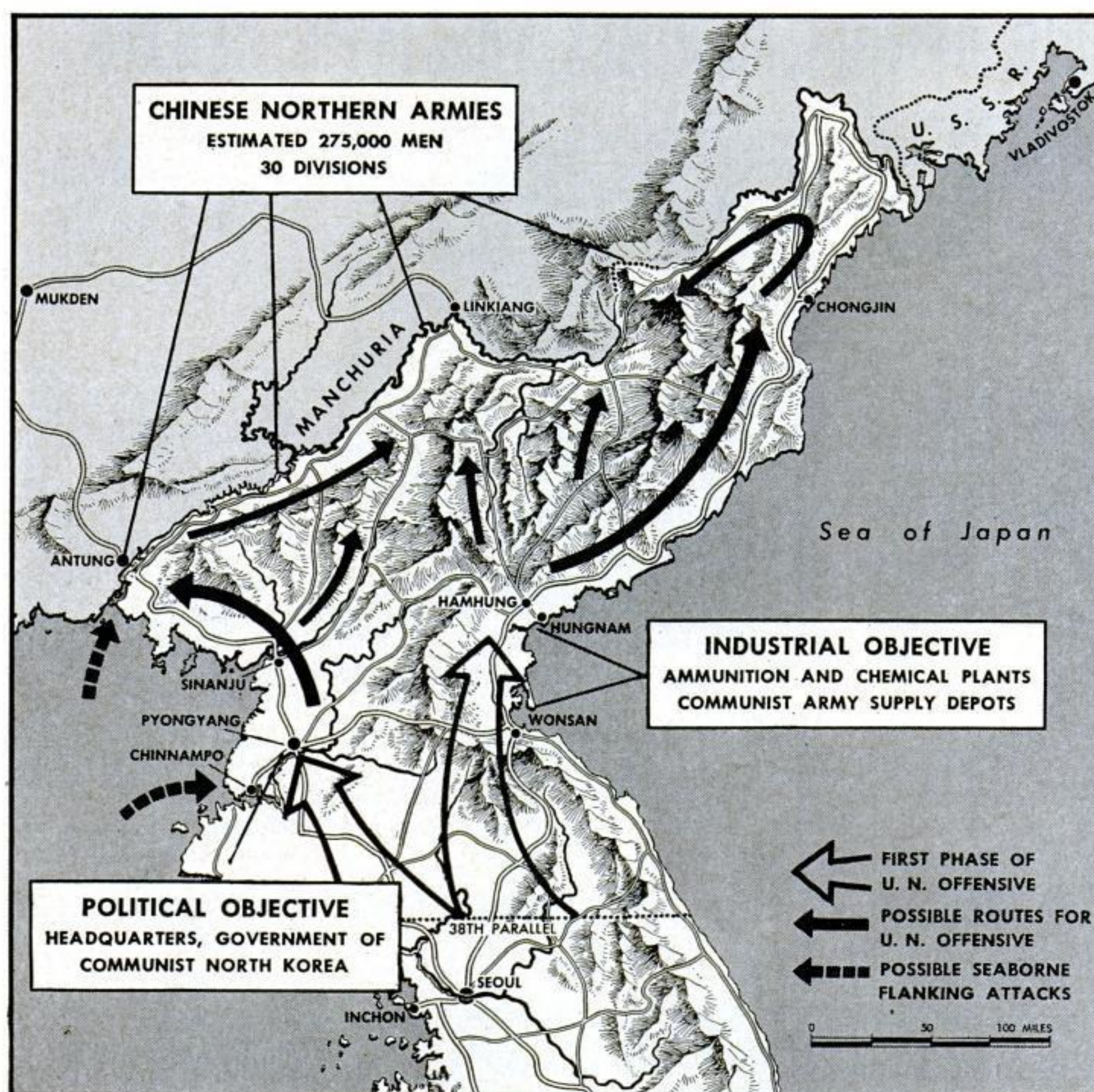
had taken the station they found themselves hemmed in by Communist troops behind rice-bag revetments. When the tanks came up, the advance continued.



ROUTING REDS out of hastily-dug defenses in the center of city, two Marines stand ready while a wounded North Korean, his clothes on fire, crawls out of hole.



BLASTING STRONGPOINTS in city's no man's land, Pershing tanks move up to clear way for advancing troops. Tank support was vital in the final battle.



IN NORTH KOREA the attack could follow courses of action outlined above. The primary political and industrial objectives could be easily taken by thrusts up main east and west coast highways. The toughest part of the campaign would be sealing off the northern border over which supplies could flow from the Chinese Communists to guerrilla bands. Small mobile columns using dirt roads in the north would have to ferret out guerrillas from 7,000-foot mountains.

GENERAL MACARTHUR, his carefully combed hair resembling a cardinal's skullcap, ponders the campaign in the cabin of his private plane. In these solitary, contemplative moments the general smokes a long, handsome pipe. But out chatting with the troops on the front lines he puffs on his famous old and battered corn cob.



U.N.'S PROBLEM SHIFTS TO THE 38TH PARALLEL

After the fall of Seoul the problems confronting General Douglas MacArthur lay in the mountainous regions north of the 38th Parallel. In the south his Eighth Army had killed 73,000 Reds and captured 15,517 others. But in North Korea 100,000 troops were reported regrouping and digging in for a defense. It was MacArthur's decision whether or not to cross the parallel and how to do it. If he wished, he could send only his six South Korean divisions. He could also commit all the other U.N. forces at his disposal—some 200,000 men.

An invasion of North Korea divides itself into two phases (*left*). The first is seizure of the government seat at Pyongyang and the industrial area around Hungnam. The second carries up into the mountains along the Manchurian border, beyond which 275,000 Chinese Red soldiers are massed. As the week ended Premier Chou En-lai was making the most of the propaganda value of this force by stating that Chinese Communists would not "supinely tolerate seeing their neighbors being savagely invaded by imperialists." But MacArthur called on North Koreans to "lay down your arms and cease hostilities... prisoners of war in the hands of the United Nations command will continue to be given the care dictated by civilized custom... and permitted to return to their homes...."



SALUTE TO OUR WARRIORS

LOVE THOSE YANKEES

Last spring we ran a LIFE Report called "I Hate the Yankees," in which one of our correspondents berated the team that has just won the American League pennant. It was his thesis that the Yankees were not a ball team at all but a kind of trust fund, which has won championships year after year by simply buying up all the talent in sight regardless of the cost. Well, let's face it. The Yankees won this year without any abundance of talent, with nothing much except the kind of heart which makes champions and which nobody can help loving.

Nobody will ever know how they did it. Their fine first baseman, Tommy Henrich, had to stick to pinch-hitting because of a bad knee complicated by old age. Their ace relief pitcher, Joe Page, had one of his bad years complicated by an injured hip. These two men were replaced by old Johnny Mize, who was traded away by the St. Louis Cardinals a decade back as lacking championship quality, and by a pitcher named Tom Ferrick who was not good enough to shine on the St. Louis Browns.

The Yankees had good starting pitchers and incomparable Yogi Berra behind the bat. But they had only one really great infielder, Phil Rizzuto. In the outfield they had only one able-bodied man of pennant caliber, Hank Bauer, plus another champion, Joe DiMaggio, with a body crippled by the aches and decrepitudes of old age. Three teams—Detroit, Boston and Cleveland—should have beaten them, but none of the three could do it.

Every time the Yankees needed a run old Johnny Mize put one into the right-field stands, or old Joe DiMaggio creaked one into left, or a choke-hitter named Jerry Coleman, batting eighth, cleared the bases with a triple. The Yankees really had no right to win this year except from force of habit. We take everything back and congratulate the Yankees on their habits.

Now, as the remnants of the North Korean Red army are in full flight across the 38th Parallel, we salute Douglas MacArthur and the companies of brave men who carried on the fearful and excruciating business of fighting. Their victory adds up to a classic fusion of two things: the simple courage of the individual soldier fighting to hold his square foot of ground and the high-level planning of a few staff masters of triphibious war. We also salute the 3,000 or more who have died in the hope that their deaths would prove to be affirmative contributions in the defense of the democratic world.

It was not long ago that the outlook was bleak. The prospect was one of grinding for months across razor-backs and ravines held by a determined enemy. Then, with the first days of autumn, all the tenacity of the infantrymen and all the planning that had gone on far behind their precarious positions became suddenly and wonderfully apparent.

The victory was fashioned out of many desperate and complicated operations. In the military book, the delaying action is the most difficult to execute successfully. The 24th Division, filled with untried troops, executed it with brilliant success in the early phase of the war, stalling the fast-moving enemy columns and then giving ground at the last possible minute. The delaying tactics not only provided the time for some hastily dispatched U.S. divisions to dig in around Taegu, they also diverted the Red command from initiating flanking movements to the

south that might well have isolated the Taegu defenders and taken the port of Pusan. When the Reds did try a flanking maneuver it was too late.

In defending the Pusan beachhead, General Walker, a Patton-trained tankman, applied mobility. His defense at times seemed frantic and wasteful of manpower. But Walker had complete air superiority. He also had an army that could move on wheels. He met the Red assaults with sharp counter-thrusts, shunting units from one crucial battleground to another. Taegu was held as a strategic jumping-off point for the U.N. breakthrough that was part of the masterly plan MacArthur had conceived as early as mid-July.

MacArthur's greatness lies in his mastery of strategy, in his knowledge of all arms of the services and in his ability to merge the arms into a single hard-hitting team. Rather than fight the enemy man for man on his own terms, he shaped his offensive around elements the Reds did not have—a navy, an air force and a highly developed amphibious technique. The invasion at Inchon was the most difficult ever planned by U.S. forces. More, the forces that undertook it had no time to rehearse. Yet the X Corps, with its assaulting Marines, pulled off the Inchon landing and the attack on Seoul with the precision of clockwork. The results, working out precisely as they had been planned, were utterly decisive in winning the first phase of the war.

BUT WHAT COMES NEXT?

The victory in Korea proves once again that U.S. soldiers can be counted on to do a specific job even though Americans hate the whole idea of the military life. There is nothing wrong with U.S. biceps.

But what about U.S. brains? Will it be the old story all over again this time? Or can the U.S., with the aid of the rest of the free world in the U.N., prove that it is something more than a giant with big biceps and a Zip, the What-Is-It head?

As we go to press General MacArthur, by calling for the surrender of U.N. prisoners, has indicated he may cross the 38th Parallel. But the tacit permission is there—and has been there ever since 1943, when it was agreed at Cairo that "in due course Korea shall become free and independent." The tacit permission was implied all over again last June 27, when the U.N. Security Council urged U.N. armed forces to restore "security in the area," (obviously meaning the whole of Korea). The only reason for refraining from treating Korea as a whole is psychological; it springs from fear that Russia and Red China might be tempted to set off a world war once U.N. troops approach the Manchurian border.

Any counsel of timidity is, in our opinion, quite worthless. Korea will not be removed from the position of international contagion-breeder unless it is united under U.N. protection. The danger of Chinese or Soviet

intervention if the North Korean Communists are pressed close to the Manchurian border is, in our curbstome opinion, negligible. China's Mao Tse-tung has seen what American air and seapower can do; he must be quaking in his boots lest this power be placed at the disposal of Chiang Kai-shek on Formosa. As for the Russians, they would hardly choose North Korea as the spot to touch off a world conflagration unless they are immediately planning to go to war with the West anyway. In which case it makes no difference what the U.N. does in Korea.

Back in June President Truman and the U.N. made a bold decision. It has paid off. It is the only kind of decision that has ever paid off against Russia. We hope and trust that the North Korean Communists will not be allowed to regroup north of the 38th Parallel for further disruptive campaigns. We hope the U.N. will decide to make the cause of Korean unification its own. We hope it will insist on a single democratic government for the whole country that will not include any political party pledged to totalitarian ends. We hope it will aid Korea to rebuild its smashed towns, to establish a modern land policy and to create a thriving industry. The U.N. can make a unified Korea a pilot plant for freedom that will speak louder throughout Asia and the world than a billion tons of leaflets or a \$50 billion appropriation for the Voice of America.



THE END COMES FOR A CHAMPION

Last week 20 million people (22,000 at Yankee Stadium, the rest over television) saw Joe Louis get whipped. They saw him outboxed and out-thought and outpunched by 29-year-old Ezzard Charles, a fighter Louis would have quickly destroyed 10 years ago.

A lot of people felt sorry for Joe. It was hard to reconcile his former grandeur with the bleeding, wincing figure above. At 36, the blinding

speed of Louis' fists was gone. Most of the \$4 million he had made as a fighter was gone, too—in taxes, bad investments, bad friends, plain foolishness. Though he still had a comfortable backlog in real estate and annuities, he needed cash to pay \$250,000 in back income taxes.

When it was over Louis, battered but \$100,000 richer, told newsmen, "I enjoyed the fight and want to thank you all. I done the best I can."



TOM MURPHY

Cops, gamblers, politicians shiver

Fifty-five years ago, as a new police commissioner in the biggest and richest city in the land, Theodore Roosevelt had his own way of keeping New York cops honest. Late at night he would throw a black cape over his shoulders, pull his slouch hat over his eyes, tug his mustache and set out to skulk the back streets of the metropolis. Whenever he found a policeman taking a pay-off from a prostitute or yielding to temptation from a saloonkeeper, T.R. would take the man's badge number—even if he had to chase the cop to get it—and call him on the carpet for punishment next morning.



REPORTER REID TALKS TO GRAND JURY FOREMAN

Last week, while 19,000 cops and assorted political candidates held their breath, another lavishly mustached civilian tackled the problem of corruption among New York's policemen. He was hulking Thomas F. Murphy, the prodding prosecutor who had made a name for himself by winning the conviction of Alger Hiss.

The chain of events that put Murphy on the job began across the East River 10 months ago. In a crime series that shocked the home-loving readers of the *Brooklyn Eagle*, Reporter Ed Reid exposed some tie-ups between the cops and the underworld. Ironically, these tie-ups dated from the time of the late Mayor Fiorello LaGuardia who, with fanatic honesty, had cut

BESIDES HIS MUSTACHE, TOM MURPHY, 44, BRINGS A REPUTATION FOR INTEGRITY TO HIS NEW JOB



THEODORE ROOSEVELT already had his walrus mustache when he became commissioner in 1895.



GROVER WHALEN sported snappier mustache when made commissioner (1928) by Jimmy Walker.



PIPE IN HAND, O'DWYER GOES TO GRAND JURY

off the graft that had gone to Tammany Hall and other machines. Under LaGuardia and then under Mayor William F. O'Dwyer, the vacuum this left was filled by the police, who greedily exacted up to \$1,500 a month tribute for letting a bookmaker keep a telephone, and \$750 and up for letting numbers-racket "drops" operate ("U.S. Gambling," *LIFE*, June 19). Encouraged by the *Eagle* series, District Attorney Miles F. McDonald and a Kings County grand jury dug deeper. They got nothing from Mayor O'Dwyer but the back of his hand: loyal to the

TAKES OVER

in New York city's big scandal

police department he once served, O'Dwyer told the jury it was conducting a witch-hunt.

The inquiry turned up a few small fry but no witches. Police gave something less than full cooperation, and young cops assigned to help McDonald would find messages like "Get wise, rat!" scribbled on their pay envelopes. But a fortnight ago the D.A. struck it rich. In a Brooklyn hotel suite an investigator routed one Harry Gross out of bed at 11:10 one morning, while others raided a score of bookie joints. In an impulsive mood, Gross began to "sing," and before he clammed up he told of a \$20 million-a-year bookmaking business in which high-ranking cops evidently had set him up. He was pay-



REPORTERS AMBUSH GROSS OUTSIDE JURY ROOM



BOOKIE KARP (RIGHT) TOLD OF PAY-OFFS TO COPS

ing up to \$1 million a year for protection. The jury heard more fascinating stories from Artie Karp, a smaller bookie. Traced after wire-tapping gave him away, he told how the cops had not only demanded a \$50 hike in his \$350 weekly protection levy, but had also subjected one of his stooges to an "accommodation arrest" to



BOSSSES pick Democrat to succeed O'Dwyer. From left: Carmine DeSapio, Manhattan; J. T. Sullivan,

Richmond (back of head); Top Boss Edward Flynn, Bronx; Frank Sinnott, Kings; James Roe, Queens.

make it look as if they were doing their job.

Meanwhile New York had got itself a new mayor. When O'Dwyer resigned to become ambassador to Mexico, Council President Vincent



"IMPY" BRIEFS PRESS ON PLANS FOR REFORM

R. Impellitteri had stepped up. Although a Democrat, the acting mayor was annoying party leaders and Boss Ed Flynn, who had chosen Judge Ferdinand Pecora as the candidate for



MCDONALD, JUDGE LEIBOWITZ, MURPHY CONFER

mayor, by running himself as an independent. The crime-and-corruption inquiry gave "Impy," as the tabloid headline-writers dubbed him, a chance to make a master stroke. He told

Police Commissioner William P. O'Brien that his position was now "untenable," took his resignation and gave the job to Tom Murphy.

On his first morning at work Murphy had a heart-to-heart chat with District Attorney McDonald and Judge Samuel S. Leibowitz, and soon a parade of cops was passing meekly before the Brooklyn grand jury. Some, like Detective Chief William T. Whalen, chose to retire. Moving fast to shake up the department, Murphy put all 336 of the city's plain-clothes cops back into uniform, and warned the force



WHALEN AND COMMISSIONER O'BRIEN STEP OUT

that his reforms had just begun. On arithmetic, both the Republicans' Edward Corsi and the Democrats' Pecora stood to get the bulk of the mayoralty vote next month. But it was "Impy" and his spectacular new police boss who were getting the headlines in New York last week.



REPUBLICANS' CORSI



DEMOCRATS' PECORA



MEETING DEPARTMENT BRASS for the first time, Murphy discloses he is ordering all plain-clothesmen in the city back into uniform, having found some of

the vice-suppressors "wholly corrupt." Some politicians are glad that cops' graft may be cut off. After lean years they see a chance of getting it again themselves.



AT 2 P.M., WHILE A THICK BANK OF CLOUDS COMES IN OVER LAKE ERIE, LIGHTS GO ON IN CLEVELAND'S MUNICIPAL STADIUM FOR THE INDIAN BALL GAME

DARKNESS AT NOON ENVELOPS EASTERN HALF OF U.S.

Last week in Ashtabula, Ohio a minister chose as subject for his Sunday sermon "The End of the World" and described how the end would come "in an orange glow." He didn't say when, but his parishioners got a start as they drove home when they discovered the sky suffused with a

weird yellow light. They were not the only persons that day to worry about the world's ending. Smoke blown from huge forest fires raging in Alberta and the District of Mackenzie had spread an enormous sun-stifling pall over the U.S. from Chicago to Philadelphia. In different

localities the sky glowed with strange copper, pink and blue tones. In this unreal darkness at noon, birds retired for the night and airport beacons were lighted. In Cleveland and other cities lights in baseball and football parks had to be turned on so the games could be played.



*"You can prove what I proved -
Chesterfield is
the Milder cigarette"*
Broderick Crawford

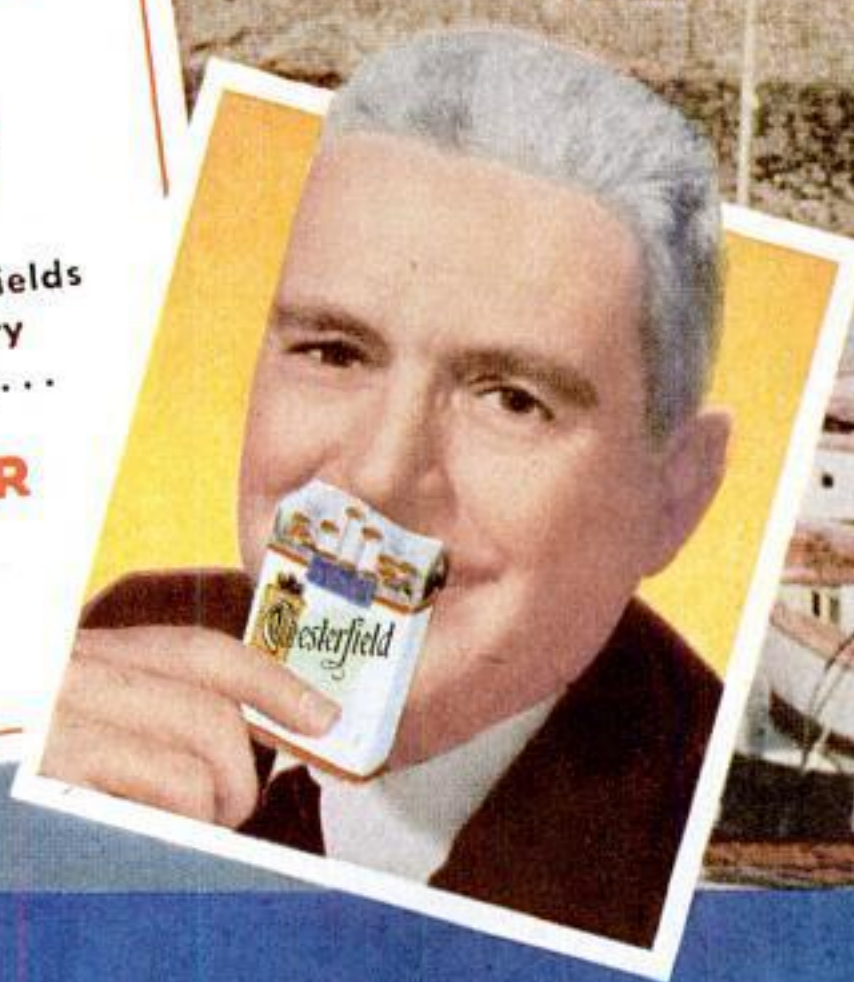
Starring in **"BORN YESTERDAY"**
A Columbia Picture based on the famous stage play

Let R.O. Mc CORMICK tell you how to -
BE YOUR OWN CIGARETTE EXPERT

- A** YOU buy a pack of Chesterfields and you open it up.
- B** YOU smell that milder tobacco aroma. No other cigarette has it.
- C** YOU smoke Chesterfields and prove what every tobacco man knows...

tobaccos that **SMELL Milder-SMOKE Milder**

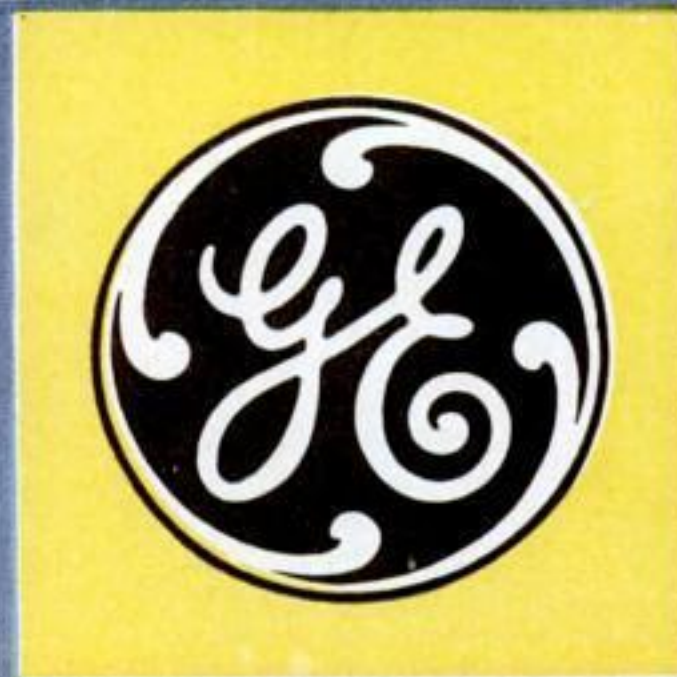
R. O. Mc Cormick
PROMINENT TOBACCO FARMER-JAVA, VA.



A *lways* **B** *uy* **C** **CHESTERFIELD**

THE CIGARETTE THAT SMELLS Milder AND SMOKES Milder

Washes clothes really clothes drier



clean! Spins your than any other washer!

Great New General Electric Automatic

Before you buy a washer, be sure to see these outstanding features:

FAMED G-E ACTIVATOR® WASHING ACTION—Washes your clothes so gently—yet so thoroughly.

FAMED GENERAL ELECTRIC HIGH-SPEED SPIN—Spins at 1140 rpm—no other washer removes so much water, spins clothes so fluffy-light. Many pieces ready to iron at once.

SMALL-LOAD SELECTOR SAVES WATER—A flip of the finger, and you use less water on small loads.

OVERFLOW RINSE TAKES OUT DIRT—Marvelous new feature floats soap curd and dirt UP and OUT of clothes, and down drain.

5-YEAR PROTECTION PLAN IN WRITING—Includes 1-year warranty on entire washer—plus additional 4-year protection on “sealed-in-oil” mechanism on washer used for household use.

COMPLETELY AUTOMATIC—First Automatic Washer with Completely Sealed Mechanism including Motor Unit... No Oiling... Water Temperature Selector... Automatic Soap Dispenser... Portable... No Bolting Down... Convenient Top Opening... Baked-enamel Finish... and 27 OTHER GREAT FEATURES!

GET A COMPLETE DEMONSTRATION!

Let your General Electric dealer show you the WORLD'S FINEST AUTOMATIC WASHER today! This washer is built to last. Because of its outstanding quality, it can cost less in the long run. General Electric Company, Bridgeport 2, Connecticut.

A **SUNSHINY** CLEAN WASH—AND HERE'S WHY:



1. Clothes that come out of ordinary washers soggy and dripping can't be clean, because of rinse water left in them. Some dirt stays when water evaporates.



2. The new G-E Automatic Washer removes up to 2 QUARTS more water from an average load of clothes than other washers. G.E.'s High-Speed Spin does it!



3. That means *really* clean, *bright* clothes—and clothes that actually feel fluffy-dry. Clothes are so dry you can iron many pieces at once.



4. Fine, dainty things get loving care. Famed Activator Washing Action dips, flexes, and gently cleanses each piece individually—just as in hand washing.



5. Heavily soiled clothes get a thorough washing as they are passed again and again through 3 zones of washing action—vigorous, medium, light.



6. You'll have the cleanest wash ever with your new General Electric Automatic. If you've been waiting to be SURE of the best, now is the time to buy!

Try G. E.'s **"DRY HANDS"** washing—
your hands needn't soak in wash water

GENERAL  ELECTRIC



IN JAIL AND IN TEARS, MRS. MARIE FULLER, A KEY FIGURE IN THE CASE, CLAIMS THAT OTHERS WHO ARE STILL UNARRESTED DIRECTED THE OPERATION

THE "HENRY FORD" SWINDLE

There is an old joke about a swordsman who could decapitate a man so deftly that the victim would not realize anything was wrong until he tried to put on his hat. But the swordsman was a bungler in comparison with five Middle Westerners who were indicted last week in Lewis-town, Ill. for running a confidence game.

About 1941 a woman named Marie Fuller (above) began to tell selected victims an interesting story: Henry Ford, anxious to avoid inheritance taxes, was going to split up his vast estate among loyal stockholders. To share in the deal, the victims had only to contribute a little cash—seldom more than their life savings

—for which they got fake certificates supposedly worth millions. The swindle worked to perfection for years, and the take ran to \$200,000. When the victims, many of them farmers, got restless, one of the swindlers, posing as Benson Ford, would telephone and have a folksy chat. One victim, Shelva Weaver (right), was so deluded that he even promised to give transfusions to "Benson's grandmother," Mrs. Henry Ford, who died last week at 83. But finally Weaver realized that he had been tricked and went to the police. Soon thereafter Mrs. Fuller and her friends were locked up, and their victims sadly found that they had no place to hang their hats.

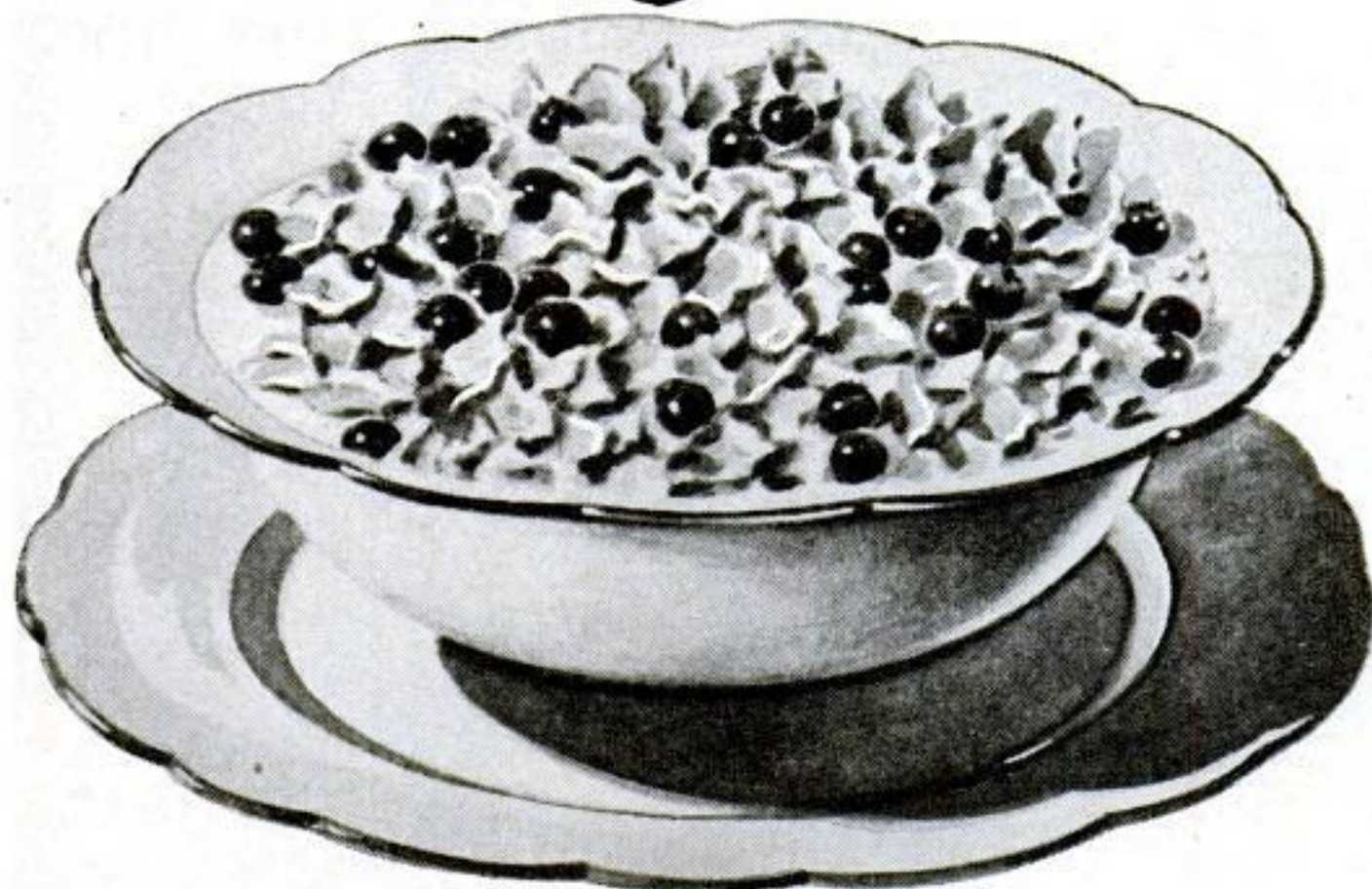


\$7,140,000 in fake notes was bought for \$81,000 by Shelva Weaver, who finally discovered that he had been tricked and helped the police break the case.

Mom's Big Fella!



Goes Big For PEP



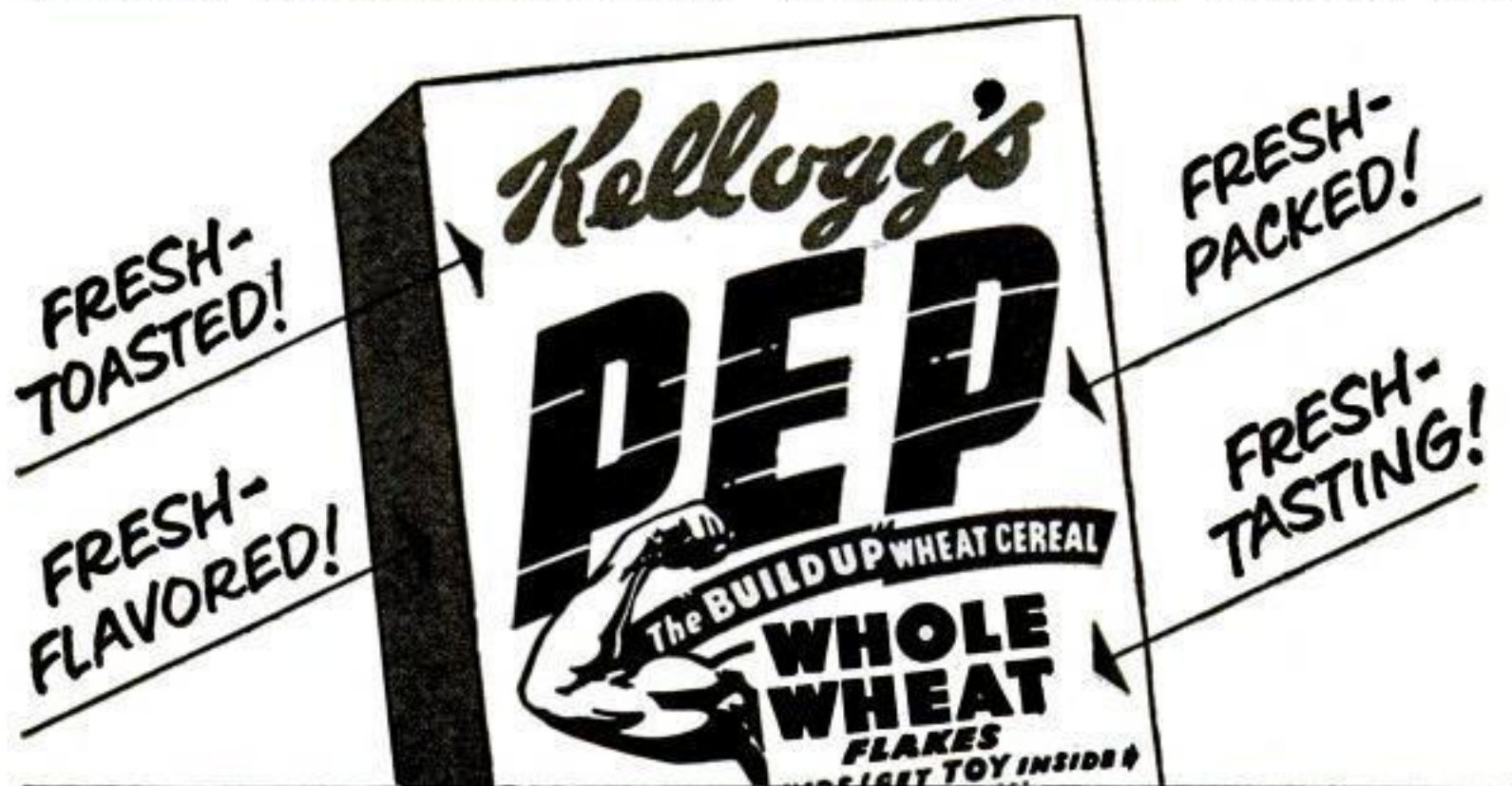
the "BUILD UP" WHEAT CEREAL

Crispy! Delicious! Crackling with all the nourishing goodness of wheat! PEP has more "builder-upper" vitamins than any other ready-to-eat wheat flakes cereal.

Only PEP supplies a full day's need of "Sunshine" Vitamin D in every bowl-

ful. Only PEP is twice as rich as whole wheat in Vitamin B₁. It contains iron too—essential for good, red blood.

So—for a bone-growing, muscle-building, tooth-developing, energy-giving breakfast—serve delicious Kellogg's PEP with cool, fresh milk.



"Ford" Swindle CONTINUED

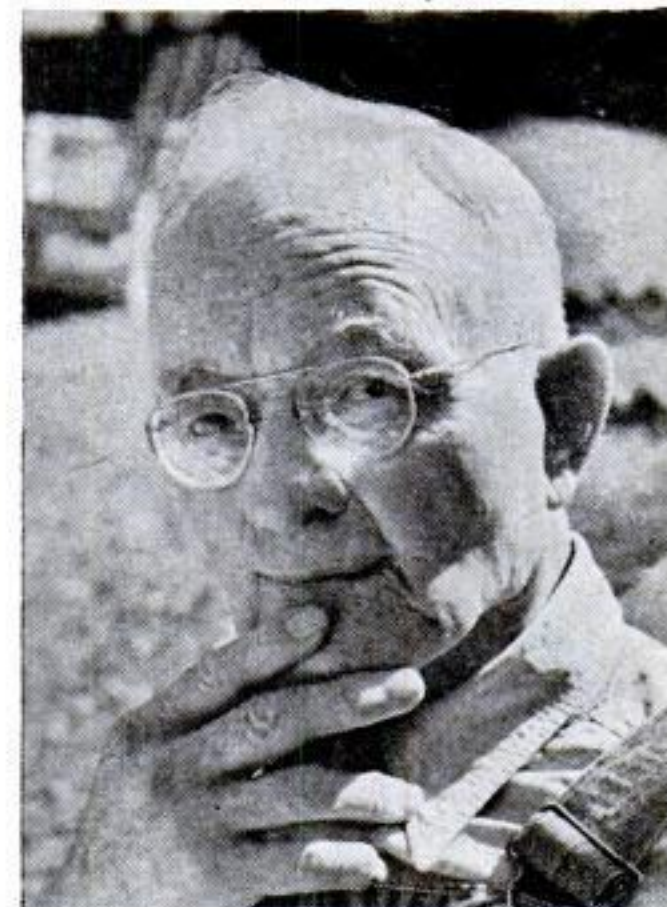
THESE ARE SOME OF THE VICTIMS



FRANK MCGREW, shown here with his wife, hoped to gain \$500,000, lost \$45,000. "Those who practice evil," said his wife, "will pay in the long run."



JOHN STOUT, a retired miner, was lucky—he gave swindlers only \$270.



WILLIAM SHORT now has only a pension and his wife's small earnings.



TRACY ELLIS, shown with wife (left) and mother, lost \$65,000, was also hornswoggled into caring for four junk-filled safes containing "Ford" assets.

[CONTINUED ON PAGE 50](#)

Reader's Digest reports...

THIS ALONE...



CAN REDUCE DENTAL DECAY

50% TO 60%



CLEANS INSIDE...OUTSIDE...IN BETWEEN

Get a new

DR. WEST'S MIRACLE-TUFT
today!

**JUST FOLLOW THE READER'S DIGEST'S
SIMPLE 2-STEP METHOD:**

1 *Brush your teeth morning and evening, as you probably now do. Then, brush them again immediately after every meal, using plain water if a dentifrice is not handy.*



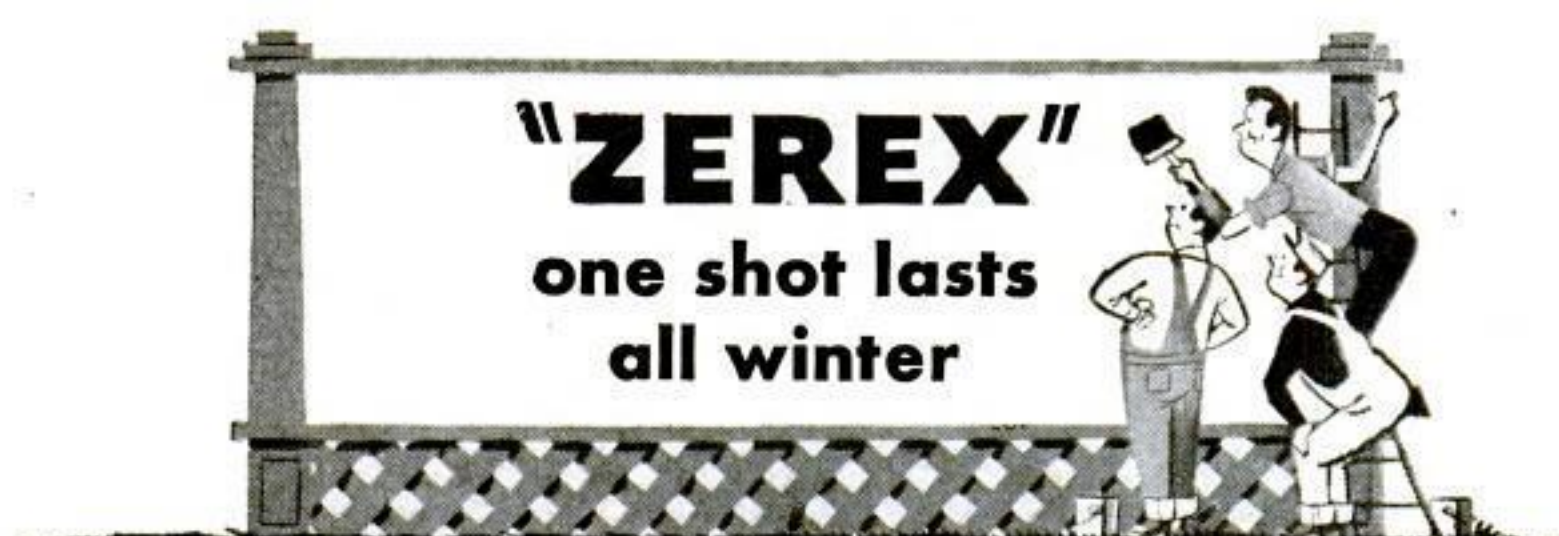
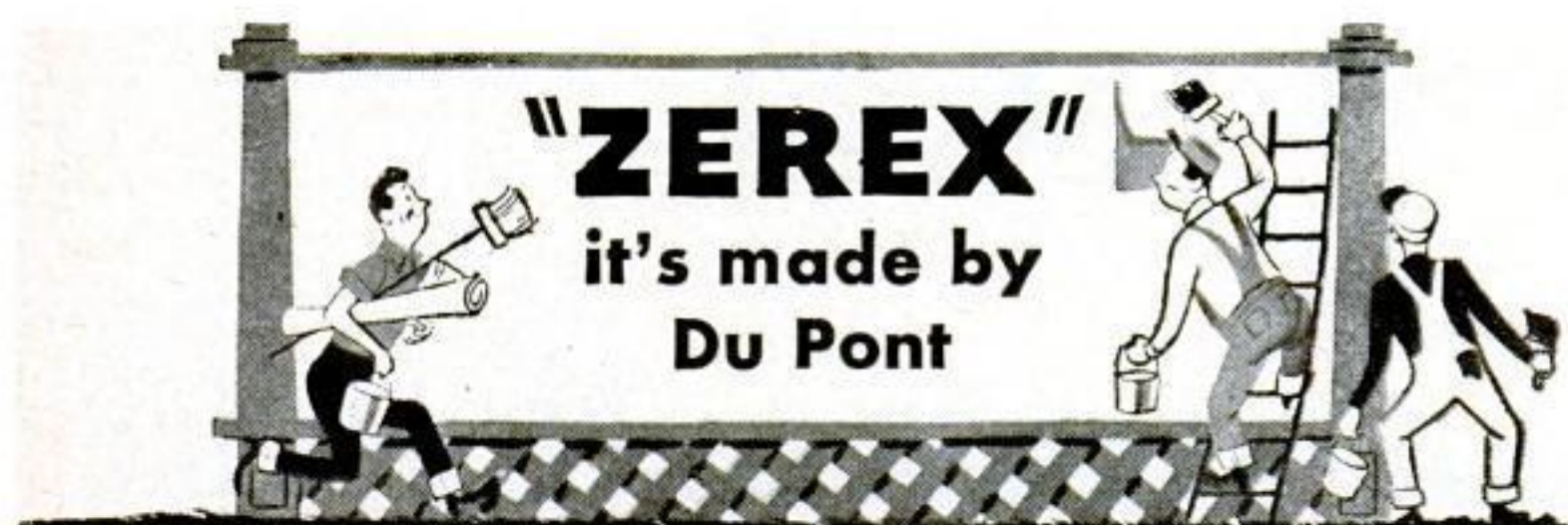
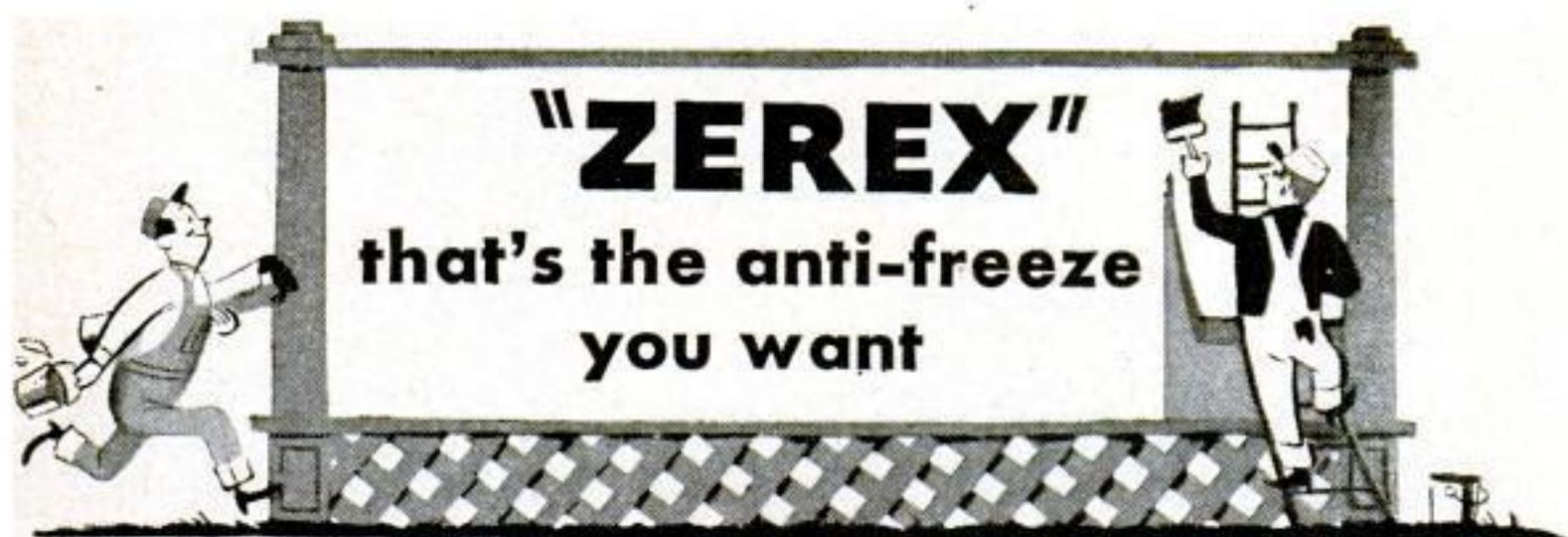
2 *After between-meal eating or refreshments, rinse the mouth and teeth with water as thoroughly as possible.*



IT'S THE BRUSH THAT'S IMPORTANT—

AND 4 OUT OF 5 PEOPLE NEED A NEW ONE!

The American Dental Association says: "4 out of every 5 toothbrushes in use in American homes today are worn out, unable to clean teeth thoroughly." Look at yours today! Start on this simple plan to reduce dental decay with a new Dr. West's Miracle-Tuft.



Here's why the new favorite in permanent-type anti-freeze is Du Pont "ZEREX"

- "Zerex" is non-evaporating anti-freeze . . . one shot in a properly operating cooling system gives you winter-long protection against freeze-ups.
- Du Pont has put a chemical rust-inhibitor in "Zerex" to protect your motor against rust and corrosion. Because it stays in solution, it can't clog radiators.
- Remember, anti-freeze is a product of chemistry. From Du Pont, leader in chemical research, you expect the finest anti-freeze. And you get it in "Zerex"!

\$3.50

A GALLON

Made by the makers of Du Pont "Zerone"

*REG. U. S. PAT. OFF.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Listen to "Cavalcade of America"
Tuesday Nights, NBC Coast to Coast



Cooling System Specialists

LET US CARE FOR YOUR CAR

The dealer who displays this emblem offers you a special winter service. Make a date with him early for anti-freeze and for a thorough cooling system check-up before the anti-freeze rush jams his driveway.

"Ford" Swindle CONTINUED

THESE MEN WERE ALSO INDICTED



VERNE FULLER, husband of Marie Fuller, disclaims any connection with the crime but is charged with engaging in a confidence game and conspiracy.



BRYCE AND SHERMAN DURYEA, son and father, were taken in by the swindlers and lost their own money, but allegedly helped to defraud others too.



J. BEVERLY KEMPER also lost some of his own money but allegedly got money from victims, on orders from "Benson Ford," and gave it to Mrs. Fuller.

No heap big medicine talk...

Old Gold

cures just one thing:

The World's
Best Tobacco



For a Treat instead of a Treatment...

treat yourself to **OLD GOLDS**

SIGNED SEALED DELICIOUS



WITH THIS
FAMOUS SIGNATURE



WITH A GOVERNMENT
BONDED STAMP



ANY WAY YOU LIKE
FINE BOURBON



Of Topmost Choice

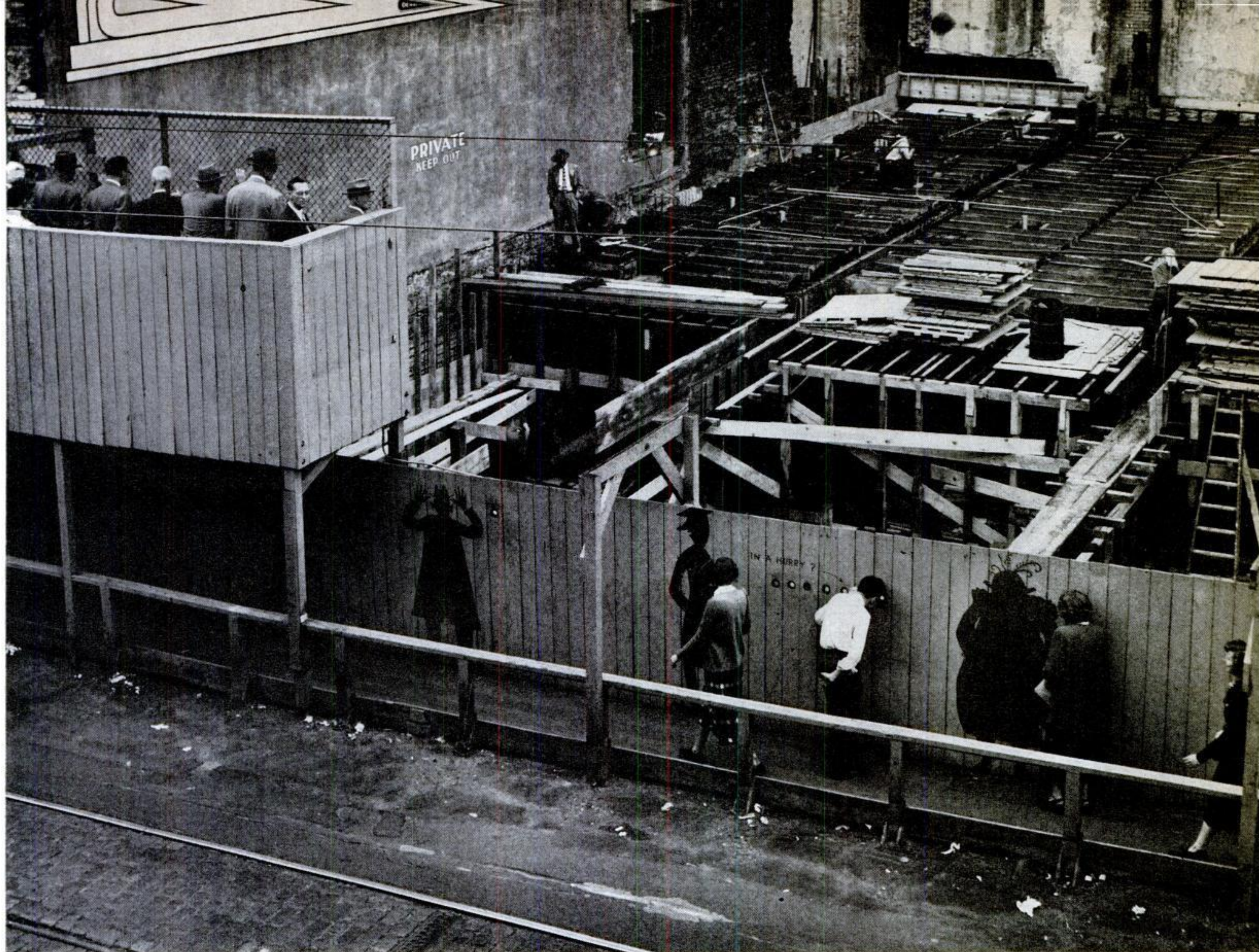
When you take your first revealing sip of OLD TAYLOR, your search for a really choice bourbon will end right there. From then on you're sure to make OLD TAYLOR *your* topmost choice. It's that kind of bourbon!

*National Distillers Products Corporation
New York, N. Y.*

OLD TAYLOR*

100 PROOF

* REG. U. S. PAT. OFF.



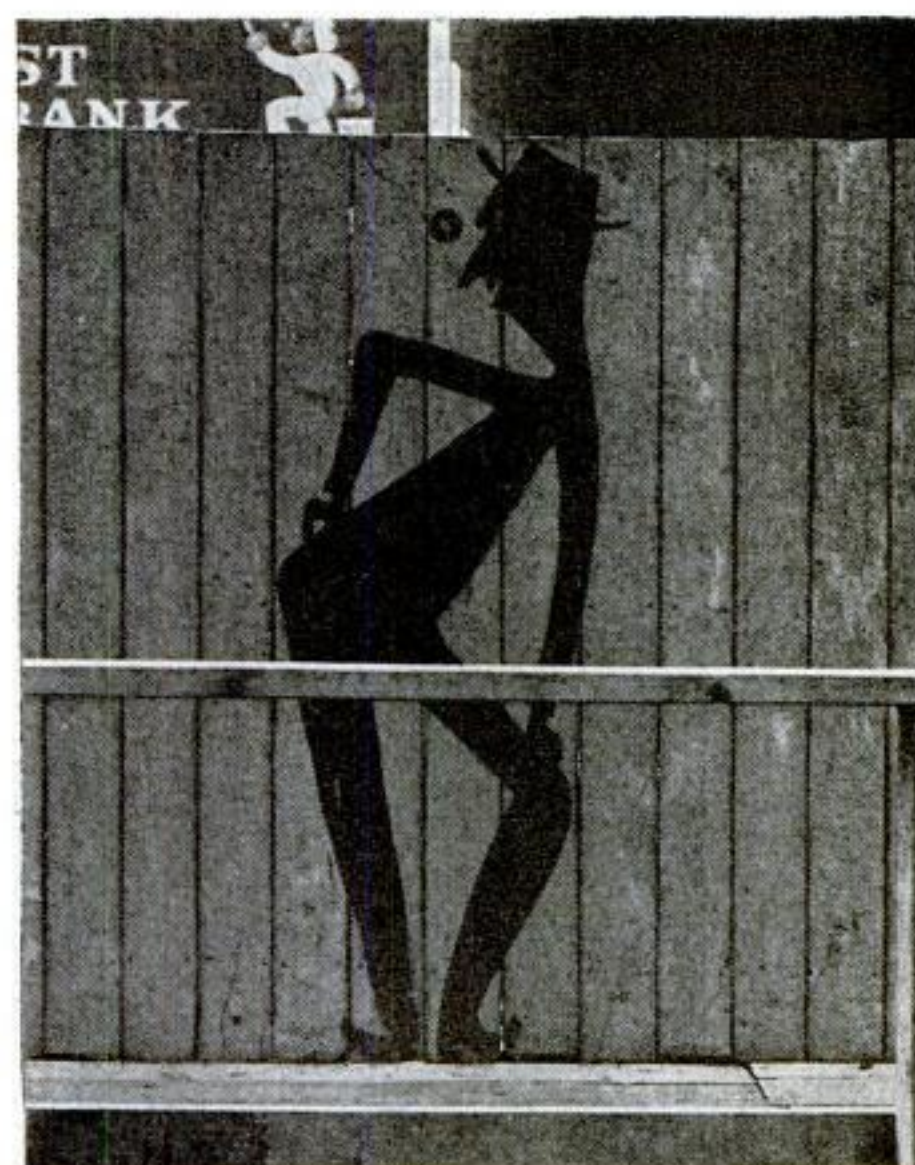
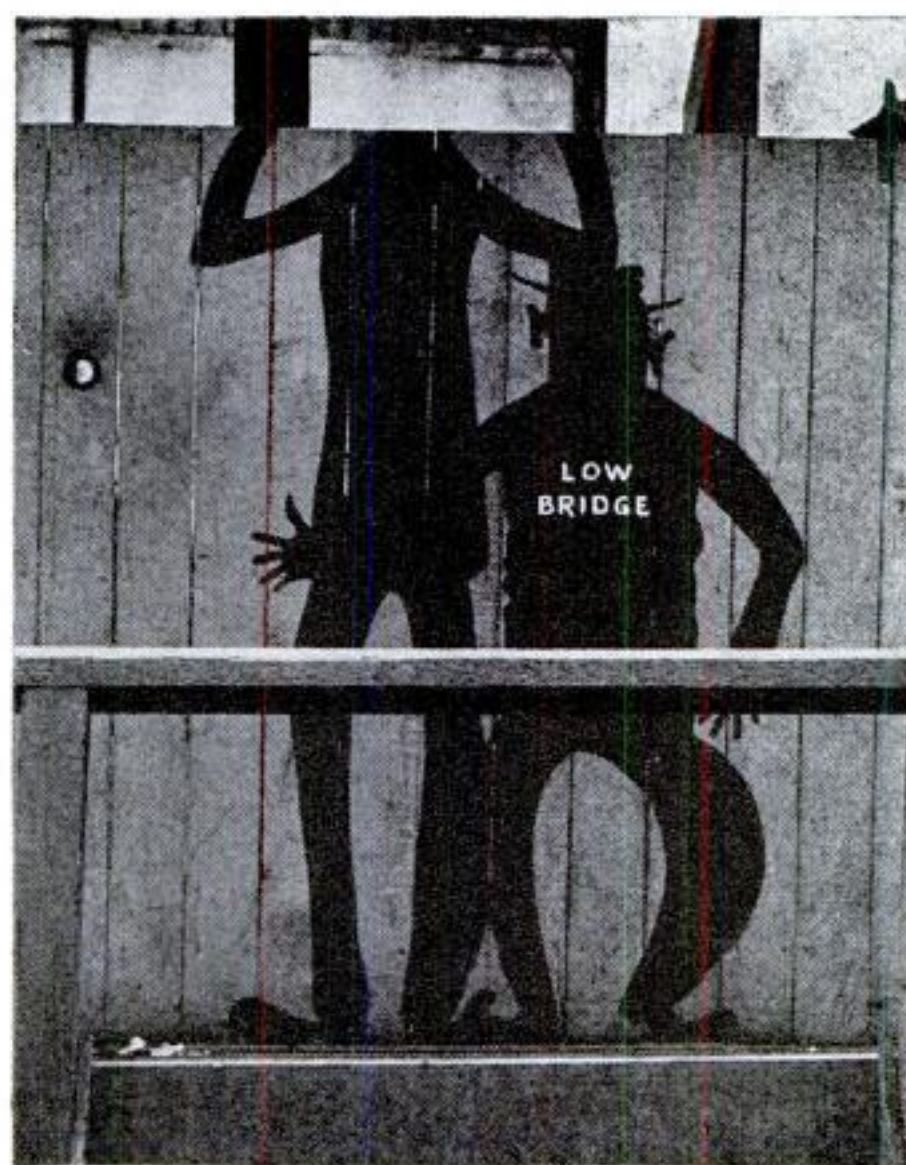
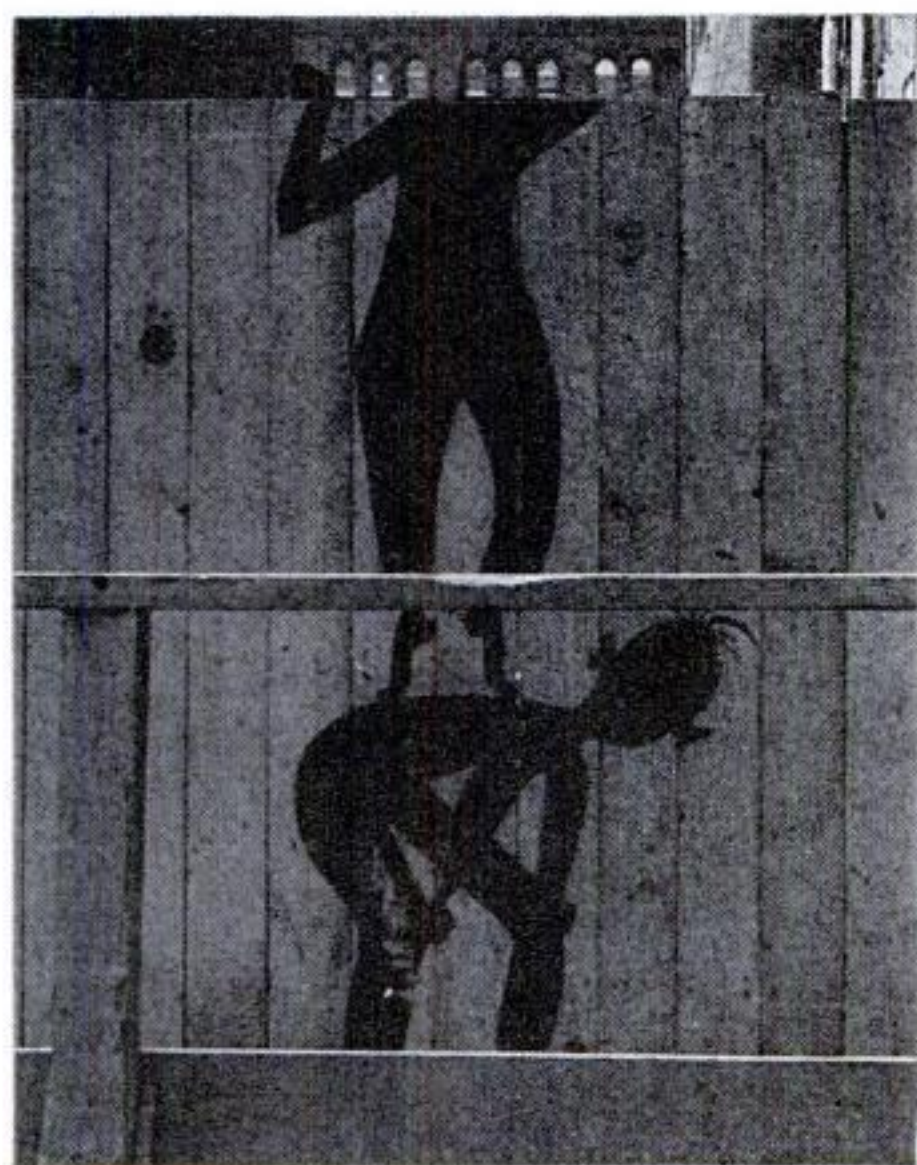
HARD AT WORK LOOKING AT MEN WORKING, SIDEWALK SUPERINTENDENTS IN ST. PAUL PEER THROUGH PEEPHOLES IN FENCE AND PACK BLEACHERS (LEFT)

OGGLERS' DELIGHT

St. Paul bank has silhouettes, bleachers for sidewalk supers

Because there is very little that most people would rather do than watch other people work, the pastime of sidewalk engineering is popular wherever there is a building going up or a hole going down. Usually this breed of kibitzer has to rely on superior height, sharp elbows and natural knotholes to see whatever's going on. In St. Paul, Minn., however, where a two-story addition to the First National Bank is being

built, sidewalk superintendents have been given a new lease on looking. Thanks to an alert bank executive, who wants people to think that bankers have warm hearts, the fence around the construction site is complete with splinterless peepholes and a gallery of sidewalk silhouettes. There are even elevated bleachers for those intent viewers who don't want to get jostled by people going some place on legitimate business.



PAINTINGS ON THE FENCE ARE INVITATIONS TO SMALL BOYS WHO TRAVEL IN PAIRS (LEFT), MUTT AND JEFF FRIENDS (CENTER) AND DRUGSTORE COWBOYS

around the clock

around the calendar

you'll **LIVE IN** your **ALLIGATOR**

Wonderful in any weather...

Keeps you smart and dry!

Here's good looks—downright comfort—complete rain protection all through the year! For Alligator is completely versatile—and a top value—whether you choose a gabardine, poplin, twill or other fine fabric—water repellent or waterproof! See your dealer's selection today! \$7⁵⁰ to \$53⁵⁰

Gabardine* in smart color effects—**ALLIGATOR** IRIDESCENT \$17⁷⁵

Outstanding value—fine, high count closely woven gabardine. *All rayon and all two ply yarns. (With handsome all wool plaid zip-in lining \$25.75)

Alligator does wonders with **NYLON** in **NYLOGALE** \$19⁵⁰

Smart, comfortable, feather-light, exceptionally high degree of water repellency! All yarns lengthwise 100% all nylon, all yarns crosswise fine spun rayon.



BETTER DEALERS FEATURE:

ALLIGATOR
Rainwear

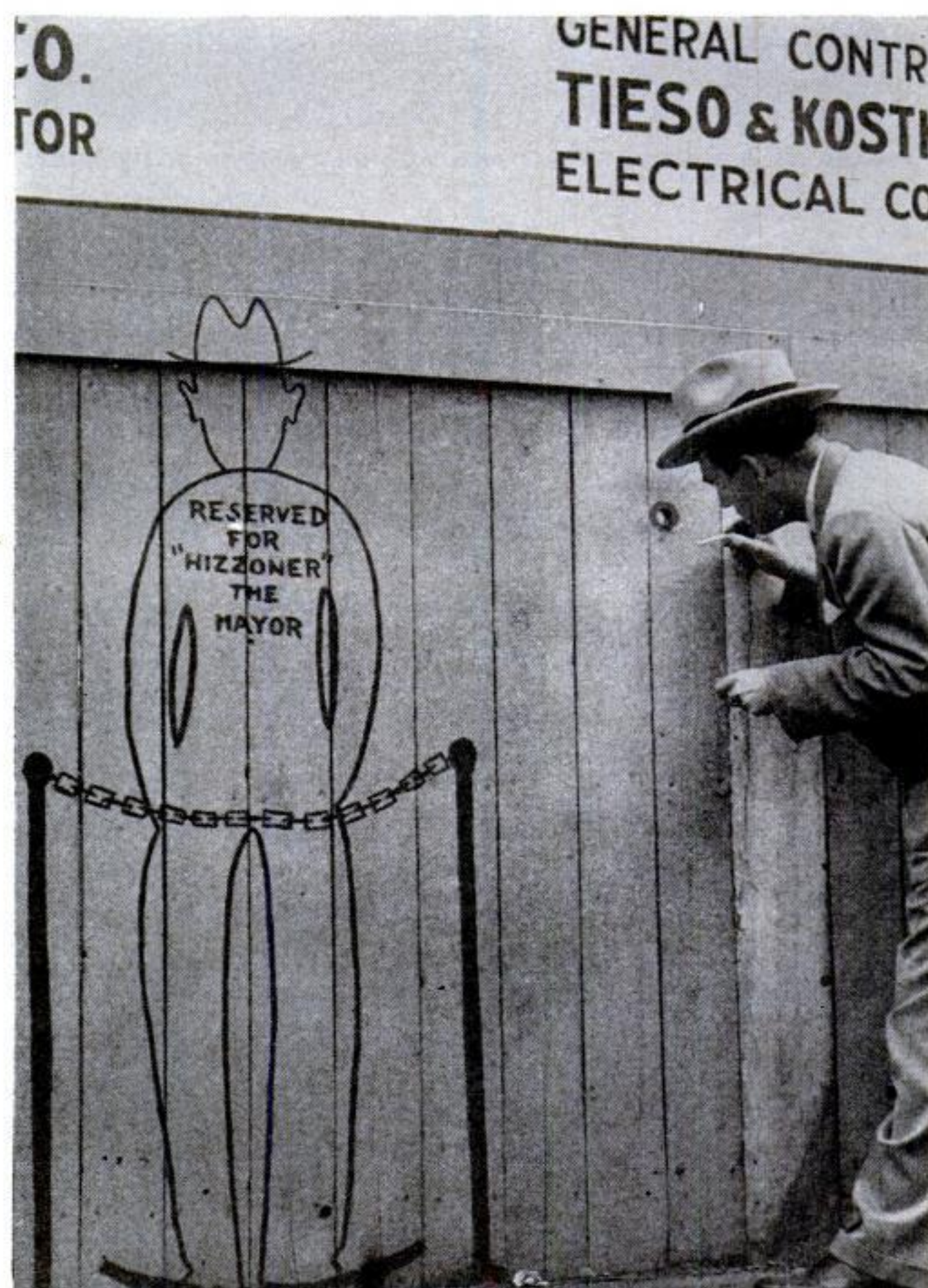
because... IT'S SURE TO RAIN!

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • LOS ANGELES

Ogler's Delight CONTINUED



SMALL FRY sidles up to peephole near silhouette of American hero. This sidewalk super, Bonnie Lyn Jancher, is granddaughter of bank vice president.



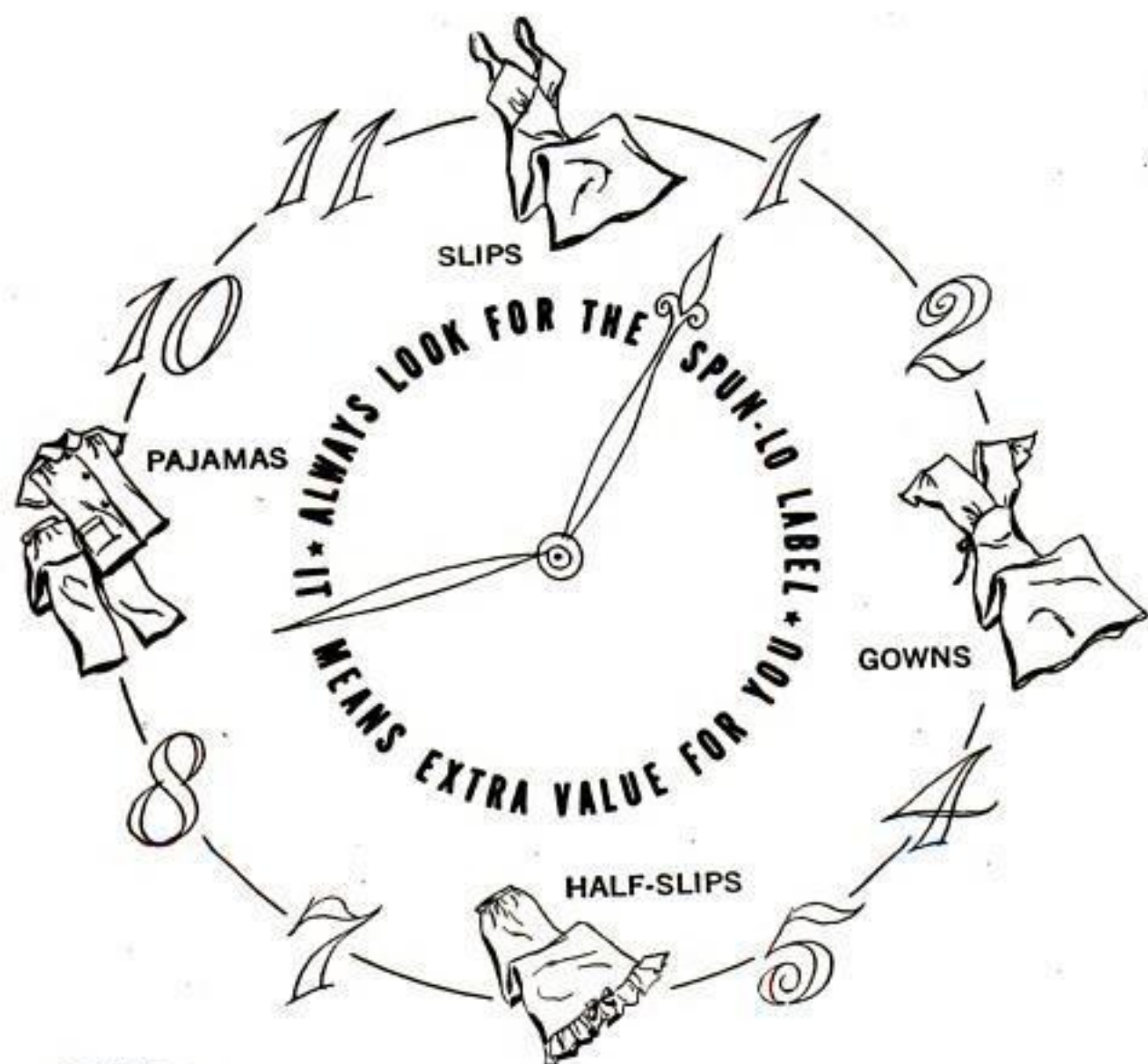
CITY HALL is given reserved space along the superintendents' fence. The gentleman peering through knothole at right is Mayor Edward K. Delaney.

time time time

to save with ...



*The clock strikes "SAVINGS"
when you go
To shop for undies of
smooth Spun-lo.
They wash like dreams...
no pressing trouble
And wear so long
they save you double!*



INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO • PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND ® TYRON CORD FOR TIRES



Over 150 of the World's Greatest

Artists are your

NO WHISTLING ALLOWED

The tuneful arias of any new Verdi opera used to leak out at rehearsals, and get hummed all over town long before the opening. Came *Rigoletto*—and its lilting *La donna è mobile*. Verdi forbade his tenor even to whistle it outside the theater before the big night! See OPERA, page 231 of catalog.



DOLLS AND FLOWERS DANCE FOREVER

It was just another children's story—about dolls that came to life and a sugarplum fairy. Then Tchaikovsky read it—and immortalized it in the enchanting *Nutcracker Suite*! On page 167 of RCA Victor's new catalog. By Ormandy and the Philadelphia Orchestra.

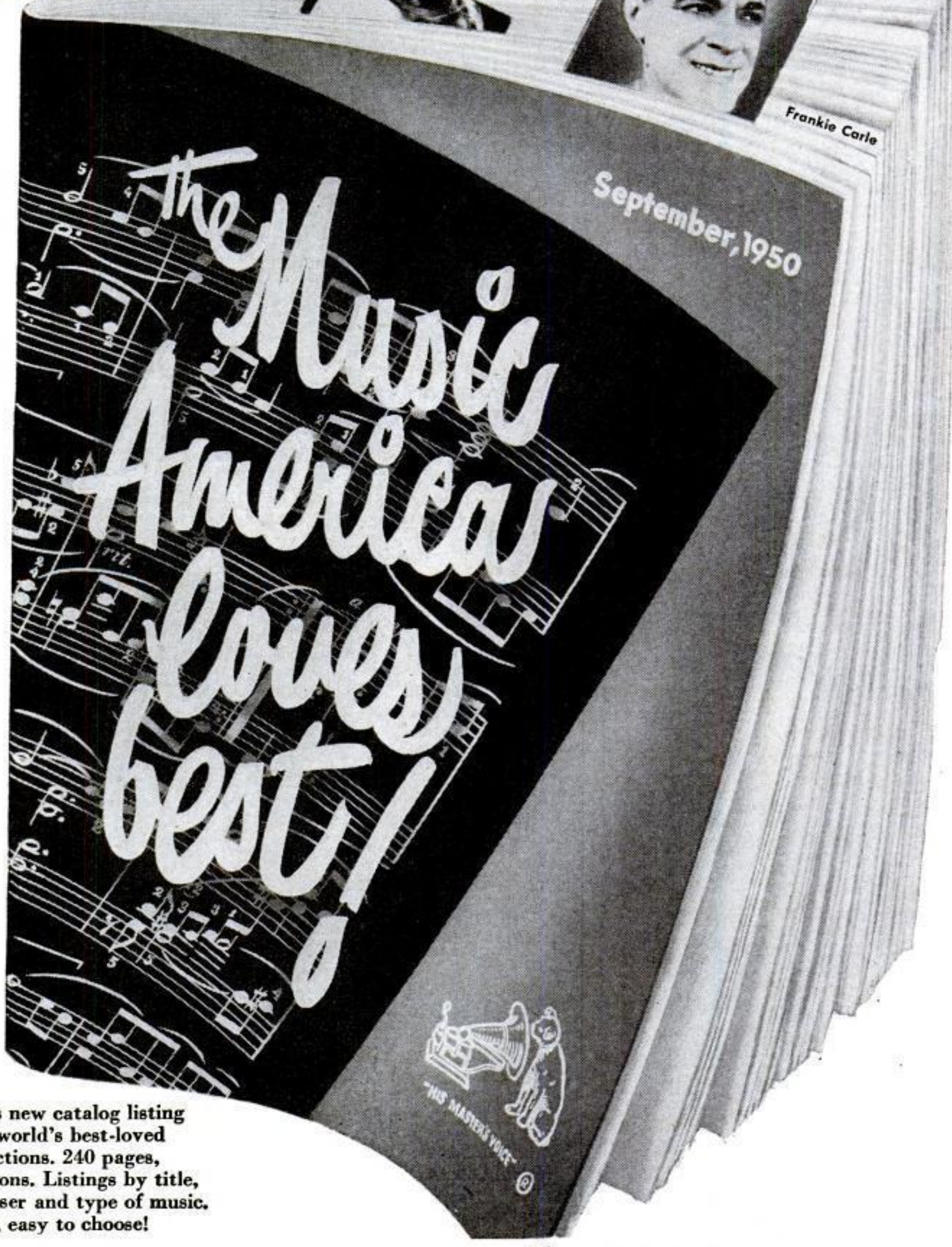


The mighty Beethoven proclaimed his *Symphony #3 in E-Flat*—"The Eroica"—to be his favorite work in this form... a triumphal affirmation of human dignity and freedom. Toscanini conducting the NBC Symphony Orchestra. See SYMPHONIES, page 169 of "THE MUSIC AMERICA LOVES BEST."



Paris WAS SHOCKED!

when the daring "can-can" burst upon the scene—to be immortalized in the music of Offenbach. Here, in one of the most sparkling of ballets, is the Paris of spangles and champagne... the fabulous Paris of the "seventies." See *Gaité Parisienne*, BALLET, page 15.

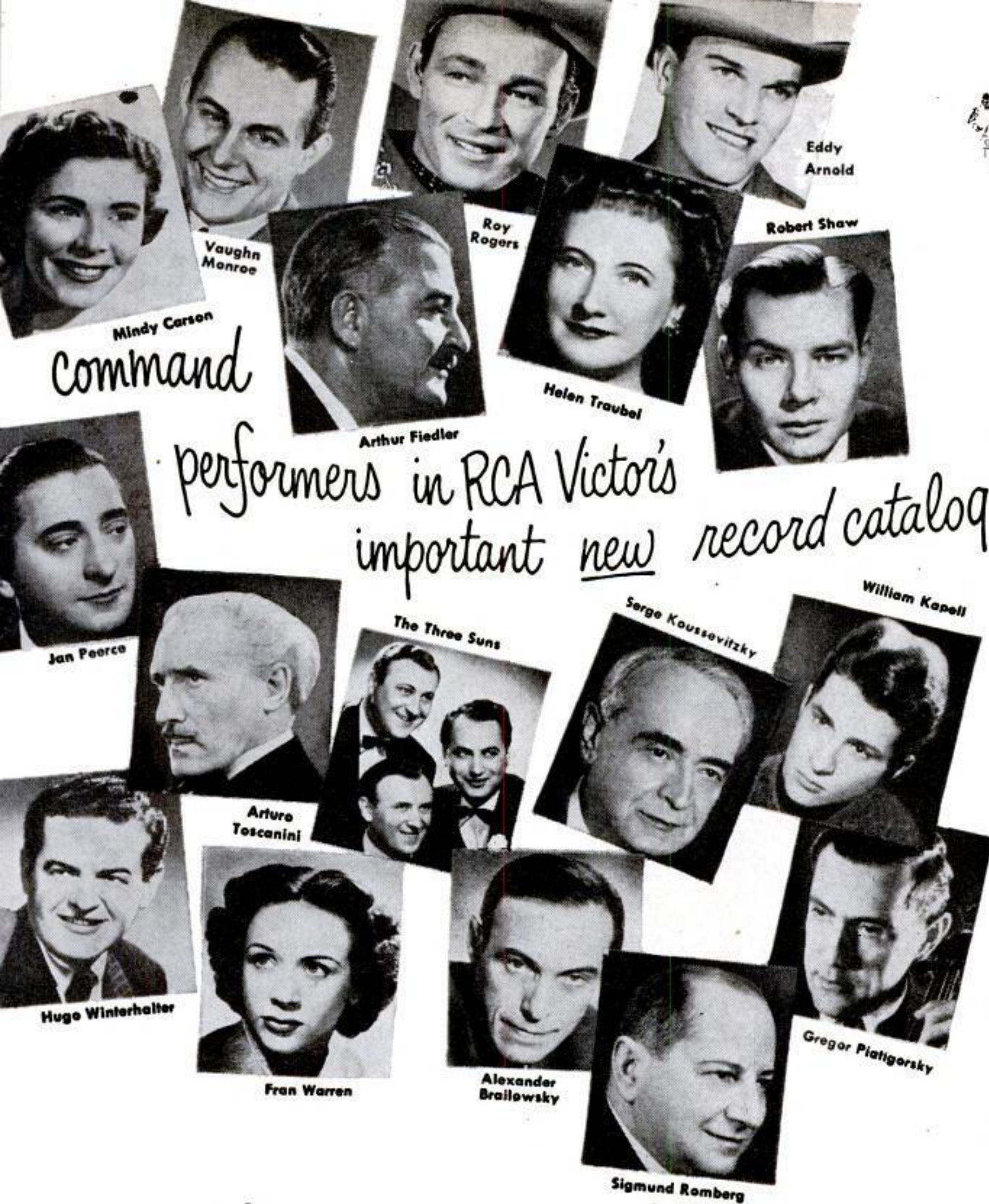


RCA Victor's new catalog listing only the 790 world's best-loved recorded selections. 240 pages, 22 classifications. Listings by title, artist, composer and type of music. Easy to read, easy to choose!

The world's greatest artists —
bringing you the music you want — on the speeds you want

45 rpm—The best all-purpose system for recorded music. Amazingly lifelike sound... 100% distortion-free.
33 1/3 rpm (long-play)... For continuous listening to longer selections. RCA Victor offers the finest of all long-play records.
78 rpm—Conventional old-style records.





He Made A Lady Out Of Jazz

Back in the '20's people thought jazz wasn't quite respectable... just a fad. Gershwin proved how wrong they were! His jazz-inspired *Rhapsody in Blue*... lusty, tense, rhythmic, racy, charming... captivates everyone! Consult page 138 of "THE MUSIC AMERICA LOVES BEST."



The Ladies Screamed

London, 1790: Haydn composed his famous "Surprise" Symphony. He wrote a slow, gentle movement—playfully shattered it with a startling chord! Only the most vigorous of the great symphonies are in RCA Victor's new catalog. See SYMPHONIES, page 169.



Cinderella Followed Him Home

When people follow pups—that's news! RCA Victor's trade-mark pup "Little Nipper" brings home youngsters' favorite characters... Cinderella, Howdy Doody, Uncle Wiggily, dozens more! See CHILDREN'S RECORDS, page 34 of "THE MUSIC AMERICA LOVES BEST."



King of the Cowboys Callin'!

Western style dosy-do'in has moved down East... square dancing's become a favorite national pastime! King of the Cowboys Roy Rogers, and other big names, bring you rousing square-dance tunes and calls! Look for SQUARE DANCES, page 161 of new catalog.

At last! An exciting new catalog listing the best-loved recorded music of all time!

Operettas, overtures, sonatas, dance music, popular songs, children's stories, symphonies... ballet music, operas, concertos, piano masterpieces. The 790 recorded musical selections that have been America's top favorites over the last half-century! FREE copy at your RCA Victor Dealer's now!

HERE are the stirring melodies, the flashing color, the emotional lift, the dramatic surprises that really *thrill* you... the recorded musical treasures you want to *own*, to play again and again!

Here are the choicest gems of all music... played and sung by the world's greatest artists, by the most popular stars! Listed under 22 key headings, so you can choose at a glance! Less-in-demand titles have been

left out—you select from the best-loved favorites only!

There's excitement in just riffling the pages, rediscovering glorious music you've been thrilled by in the past... music that offers constant pleasure... when you have in your hands RCA Victor's "MUSIC AMERICA LOVES BEST" catalog... the most intriguing list of records ever printed, anywhere! Be one of the first to

own this new sensational and informative RCA Victor catalog. Look for it on the counter at your RCA Victor record shop—ask for it—take it home—your dealer offers it FREE. Or if you wish, simply mail the coupon below with 10¢ to cover mailing costs—and we'll rush an advance copy to you.

FOR THE CONNOISSEUR AND COLLECTOR



RCA Victor has published a new "REQUEST CATALOG," supplementing "THE MUSIC AMERICA LOVES BEST." With both catalogs and monthly supplements you have complete listing of RCA Victor records. At your dealer's.

MAIL NOW for advance copy of RCA Victor's new catalog, "THE MUSIC AMERICA LOVES BEST." RCA Victor Division, Radio Corp. of America, Box 767, Camden, N. J.

Please rush me my advance copy of "THE MUSIC AMERICA LOVES BEST." Enclosed is 10¢ to cover handling and mailing.

Name _____

Address _____

City _____ Zone _____ State _____

VICTOR Records

Artcarved

DIAMOND AND WEDDING RINGS



Gown by Jay Thorpe

No other diamond
means so much

No other tells so much about you—tells her you care enough—to choose a ring marked *Artcarved*.

For 100 years, J. R. Wood & Sons, creator of *Artcarved* rings, has been an honored name in the jewelry industry. *Artcarved* diamonds—never before worn—are selected by experts to meet all four standards by which a diamond is valued . . .

color, clarity, cut and carat weight.

Expert craftsmen cut *Artcarved* diamonds according to the high standards established in *Artcarved's* own cutting plant . . . then mount them in *Artcarved* rings, carved in precious metals for lifetime beauty. Because of this unique rough-diamond-to-ring control by America's century-old diamond ring and wedding ring maker, an *Artcarved* ring at any price represents a truly exceptional value. Registered and guaranteed *Artcarved* diamond rings sell at nationally established prices from \$75 to \$5000 . . . wedding rings from \$8.

Look for the trusted name *Artcarved* in the ring, on the tag.

Artcarved - Beloved by brides for 100 years (1850-1950)



A. **SHERATON SET.** Engagement Ring, \$200.00. Also from \$100 to \$700. Bride's Diamond Circlet, \$57.50. Groom's Ring, \$75.00.

B. **CANTERBURY SET.** Engagement Ring, \$125.00. Also \$225 and \$500. Bride's Wedding Ring, \$9.25. Groom's Ring, \$17.50.

C. **CHELSEA SET.** Engagement Ring, \$300. Also from \$200 to \$2500. Bride's Circlet, \$110.

D. **BEEKMAN SET.** Engagement Ring, \$237.50. Also from \$175 to \$1100.00. Bride's Diamond Circlet, \$100. Groom's Ring, \$87.50.

E. **WESTON SET.** Engagement Ring, \$200.00. Also from \$162.50 to \$1300.00. Bride's Diamond Circlet, \$87.50.

F. **LIDO SET.** Engagement Ring, \$135.00. Also from \$92.50 to \$400.00. Bride's Circlet, \$62.50.

G. **BRIDAL SET.** Groom's Ring, \$22.50. Bride's Ring, \$16.00.

Prices include Fed. tax and are subject to change without notice.



FREE! "How to Select Your Diamond Ring," a booklet of facts about diamonds and shopping. Write to J. R. Wood & Sons, Dept. L-7, 216 E. 45th Street, New York 17, N.Y.

Rings enlarged to show detail. Prices incl. Fed. tax. *Trade Marks Reg.

Blaik and Son



TOUGHENING A NEW TEAM, ARMY'S COACH EARL IS TOUGHEST ON QUARTERBACK BOB

by MARSHALL SMITH

ON the plain at West Point a green tarpaulin screened what was happening on the football practice field. Two MPs in white helmets and white gaiters patrolled its length to keep out prying eyes, but the sounds from within were unmistakable. There was the clumping of water buffalo on the stampede and the staccato thumps of an army of housewives beating rugs. Over it all rang a crisp voice, commanding, "Move it! Move it!"

Two integral football units, Army's defense platoon and Army's offense platoon, were engaged in scrimmage. It was harder football than will be seen on most gridirons this fall and more closely resembled a revolt in a reform school than the playful pursuit of officers and gentlemen. Bodies hurtled

through the air and hit other bodies. Men with bloodied noses did not stop to wipe them, except on their sleeves. There was one halt: a man with a twisted knee was helped off the gridiron. Along the sidelines a group of cadets looked on with pride and admiration at what West Pointers described as "the annual process of annihilation."

It was all part of a plan. Earl Blaik, Army's coach, is a tough-minded man with deep convictions. He believes: 1) that football is fundamentally a rough game; 2) that boys who bruise easily should not play it. That goes for all 57 men on the Army squad, including the coach's 21-year-old son Bob Blaik, who this season is on a spot that would make any quarterback nervous. Young Blaik will attempt the formidable job of replacing

last year's All-America Arnold Galiffa (now a lieutenant of infantry in Korea) and preserving West Point's 20-game winning streak, all the while aware that the most critical pair of eyes in football are boring into him every minute of every game.

Coach Blaik is not sure whether his son's presence is a burden or a blessing. He sees no humor in such remarks as, "If you know Blaik, you know he will get himself a good football team even if he has to breed it." Lest the other boys on the team suspect him of paternalism, he is inclined to sin on the side of being too hard on his son.

At 53, Earl Blaik has the quiet, forceful air of a soldier, which, in fact, he is. A retired colonel, he is at times a man of warmth and humor. But he manages to suppress that



NEW Palmolive After-Shave Lotion
MAKES YOUR FACE FEEL
REFRESHED, INVIGORATED!



Here's one after-shave lotion that really makes your face feel refreshed, invigorated—yes, its specially selected ingredients *cool* your skin in seconds! And, the emollient effect of new Palmolive After-Shave Lotion actually *soothes* your skin . . . for hours and hours!

Just rub on Palmolive After-Shave Lotion, with a quick 5-second massage. You'll enjoy its clean outdoor scent—you'll enjoy its cooling, tingling, invigorating sensation—and for hours and hours your face will feel the soothing difference!

A marvelous underarm deodorant as well. Try the new Palmolive After-Shave Lotion today!

A new idea in after-shave comfort!



QUARTERBACK BLAIK spins in an intramural scrimmage after handing ball to Halfback Frank Fischl who is already on his way out around left end.

BLAIK AND SON CONTINUED

side of his nature behind a mask of austerity and efficiency. He would like his assistant coaches to call him "Red" rather than "Colonel," but he cannot bring himself to suggest it. The pleasures of the table and the wine cellar are denied him because of a dormant ulcer and nervous stomach. His favorite delicacy is a pinch of horse-radish on a cracker, and his pet oath, when he allows himself the luxury of profanity, is "Jesus Katie."

After a good season—and his Army teams have lost only two games in the last six years—he puts himself on guard against prosperity. "Pretty soon you begin to believe what you read in the newspapers," he says. "Then you are in a bad spot." No detail is too small if it could possibly affect the outcome of a football game. Before the Navy game, Blaik once employed an 11-man scouting staff to reconnoiter the enemy—a scout for every Navy player on the field.

One year he made the terrible mistake of being overconfident. With his Army powerhouse favored by five touchdowns over Villanova, Blaik gathered most of his coaching staff and took the train for Cleveland to scout the Navy-Notre Dame game. He had just ordered breakfast when Lewis Lawes, ex-Sing Sing warden, entered the dining car and saw Blaik. "Why, Colonel Blaik," he said. "Have you forgotten what happened when another great coach left his team one day?"

Blaik turned pale. Lawes was referring to the day Knute Rockne



While Blaik is doing this, a movie camera on a tower is recording every move. They will be gone over carefully by his father in the projection room next day.

left his team and Carnegie Tech pulled the upset of the year against Notre Dame. He did not see much of the game that day. A spectator sitting nearby had a radio and Blaik spent his time listening to Army pound Villanova 54-0. After that narrow escape he never left his team again.

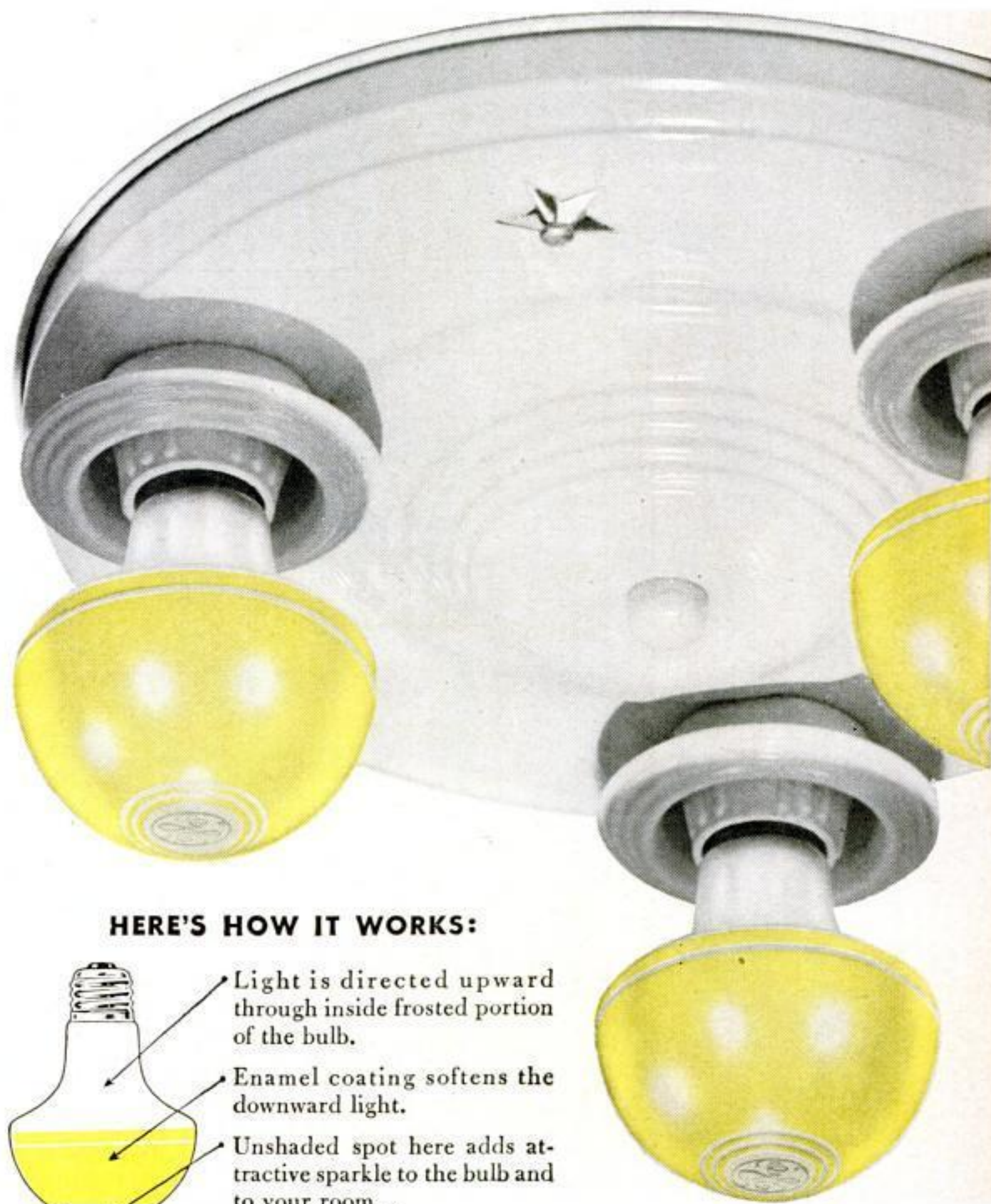
To relieve the tension that is continually building up inside him, Blaik drops by the locker room at off hours. He likes to gossip with Rollie Bevan, his team trainer, and tear adhesive tape. The rasping sound of tape being torn seems to soothe him. But after he tears it there is always the problem of what to do with it, so he tapes up his arms and legs. One day he went to work on the mechanical horse kept in the training room as an exerciser, hobbled it so effectively that all it could do when the power was turned on was give a low grunt.

Earl Blaik will not be remembered as a Pop Warner, the father of the single and double wings, nor a Doc Williams, the originator of the shift later made famous at Notre Dame. He is less an innovator than a genius who takes the best ideas of others, puts them on his assembly line and turns out a remarkably mobile and efficient product. The principal trademark of a Blaik team is the explosive vigor with which it blocks and tackles.

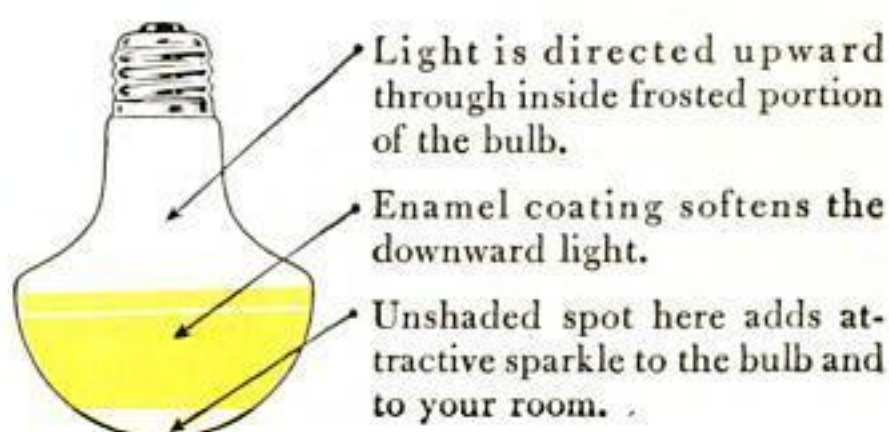
Rather than rely on a set system, Blaik tailors his offense to suit his talent. When he had his great wartime combination of Davis and Blanchard, he played rival defenses like an accordion. He rolled Blanchard through the middle with a play like his "Bazooka"; when the defense closed in he shook Davis loose outside with a

CONTINUED ON NEXT PAGE

New life for old ceiling fixtures (and new ones too) with this NEW KIND OF LAMP BULB!



HERE'S HOW IT WORKS:



NOW! Get a "redecorated" effect for only the price of a few lamp bulbs!

New General Electric 50-GA lamps dress up both old ceiling fixtures and new—lend new beauty to living room, dining room, bedrooms and halls. 50-GA lamps direct most of the light upward, have an ivory-enamelled bowl that mellows the downward light. Fixtures look smarter—room and furnishings take on fresh charm.

Put new 50-GA lamps into every ceiling fixture where you're using bare bulbs, base-up. 50-watts, only **40¢** plus tax



OTHER G-E LAMPS YOU'LL NEED:

60-watt lamp 14¢	150-watt for kitchen, etc. . 20¢
100-watt "White" lamp . . 21¢	100-200-300 watt 3-lite . . 60¢
STOCK UP NOW! ALL PRICES PLUS TAX	

You can put your confidence in—

GENERAL  ELECTRIC



Glowing Calf for Busy Feet...

NORWOOD



The unfailing beauty of calf... the comfort of pumps, open or closed, in choice of colors and heel heights... combined for you by Life Stride. See these standout calf shoes at your Life Stride shoe store. For name of nearest dealer, write Brown Shoe Company, St. Louis. Priced at just

795 and 895

JACKIE



PAULETTE

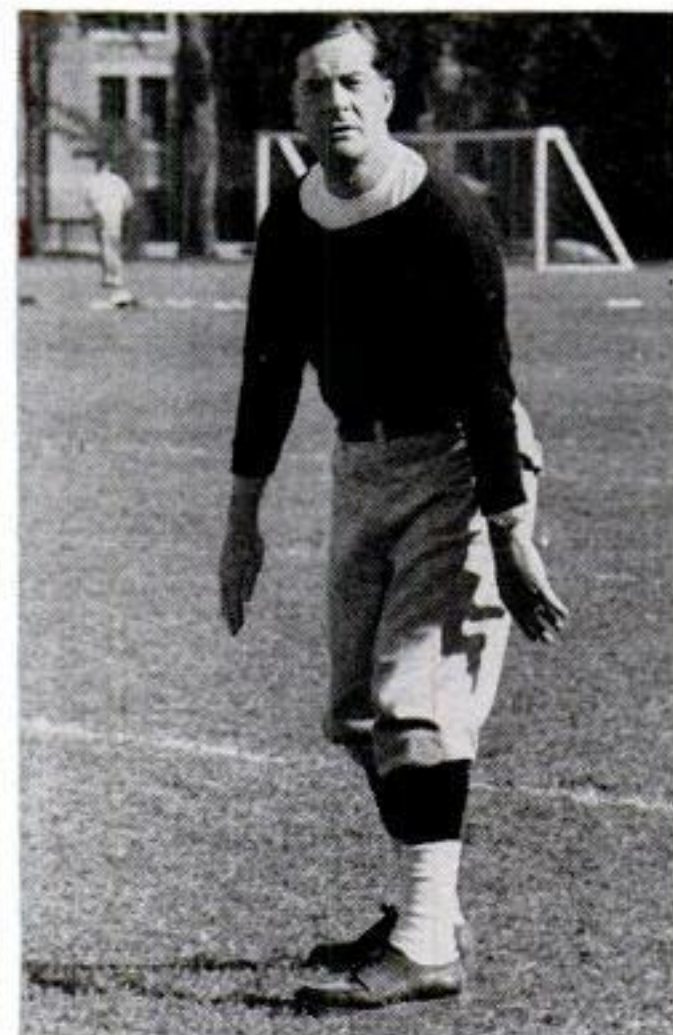


Prices higher Denver West



LifeStride®

A STRIDE AHEAD IN FIT AND VALUE



BLAIK ACTS IT OUT as he teaches an end to pivot and duck away from defensive backs while going for a pass. He never expects to have to do this twice.

BLAIK AND SON CONTINUED

"California Special." This year he has the same kind of "Mr. Inside" and "Mr. Outside" combination in Gil Stephenson, a stampeding, 185-pound fullback, and Halfback Jim Cain, a 170-pound track man. He also has the kind of schedule that may make the Army team, with Blaik and Son at the controls, the most dramatic in U.S. football this fall.

The meeting with Michigan in Yankee Stadium, already a sell-out, is the big game of the east. Army's visit to Palo Alto to play rejuvenated Stanford has West Coast fans using influence to get tickets two months in advance. The Navy game is always a Roman holiday, even though the hapless Middies haven't won this one in six years. In line with an old Army custom, Coach Blaik has either an open date or a breather before each of the big ones. Army has never been noted for looking for too many dragons to slay—just a few choice dragons—and Blaik, incidentally, is never allowed to hear the last of it.

Once it caught up with him in the form of a big Irish cop as he was speeding home to West Point. The cop wanted his driver's license and Blaik didn't have it with him. He had no identification and was forced to explain who he was, whereupon the cop blurted out the question that has been ringing in Blaik's ears for three years: "Why don't you play Notre Dame?" Blaik mumbled a noncommittal answer and did not get a ticket. He never answers that question by saying that the prospect of getting beaten more often than he wins is repulsive. Instead he says, "It is ridiculous to say that Army and Notre Dame will never play again. These things run in cycles. Army didn't play Navy for a while, but the series was resumed."

Blaik's toughness of fiber, like the spelling of his name, is as Scottish as a Highland thistle. He was born in Detroit, the son of a Glasgow Scotsman who had migrated to Canada and worked as a blacksmith's apprentice. His earliest memories are of Dayton, Ohio, where his father settled permanently and where he first got acquainted with football.

CONTINUED ON PAGE 64

first

**in smooth, effortless No-Shift Driving
at low prices**

On short or long trips—in city traffic or on the highway—you'll be much more relaxed, much freer from fatigue, much safer in a Chevrolet with Powerglide Automatic Transmission.* There's no clutch pedal—no gearshifting—no work involved. All you do in ordinary driving is set the lever in "DRIVE" position, press the accelerator and go, with velvety smoothness, at any desired speed. And, of course, only Chevrolet offers



you this *finest no-shift driving*
—just as only Chevrolet offers
you *finest standard driving*—
at lowest cost!



and finest

for powerful Valve-in-Head thrills and thrift

Here's the *only* low-priced car that gives you Valve-in-Head engine performance and economy . . . the *only* low-priced car that offers you your choice of a 105-h.p. Valve-in-Head Engine with Powerglide Automatic Transmission, most *powerful* engine in its field* . . . or the highly developed, highly efficient standard Chevrolet Valve-in-Head Engine with Silent Synchro-Mesh Transmission. Both are supremely dependable—both outstanding for thrills and thrift!



*Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.



at lowest cost

brings you more good things for fewer dollars

Naturally, there are many reasons why more people buy Chevrolets than any other make of car, year after year. But all of them can be summed up in the fact that Chevrolet gives more value. More value in beauty and comfort, for only Chevrolet offers a Body by Fisher at lowest prices. More value in steering-ease and riding-ease, for only Chevrolet offers Center-Point Steering and the Unitized Knee-Action Ride at lowest prices. More value in safety-protection, for only Chevrolet offers a Curved Windshield with Panoramic Visibility and Proved Certi-Safe Hydraulic Brakes at lowest prices. That's why we say: See Chevrolet, drive Chevrolet, and you'll agree—it's *first and finest at lowest cost*.

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN



The Styleline De Luxe 2-Door Sedan

AMERICA'S BEST SELLER...AMERICA'S BEST BUY

only the
Van Heusen CENTURY Shirt
 has the patented soft collar that

won't
 wrinkle
 ever!



Secret behind Van Heusen Century! It's woven in one piece. No sewn or fused layers to wrinkle. Fold line woven in to stay . . . can't be ironed wrong.

Two collar models, single or French cuffs.

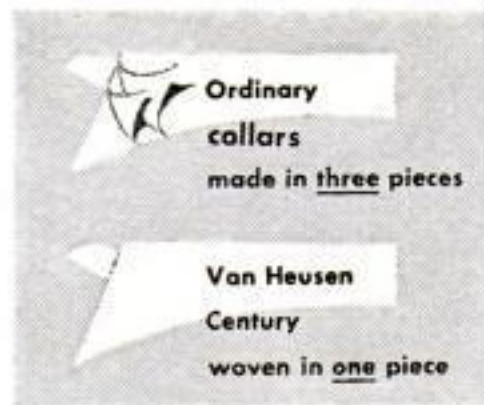
Regular collar: Van Heusen Century 100, \$3.95 Van Heusen Century 400, \$4.95
 Wide-spread: Van Heusen Century 200, \$3.95 Van Heusen Century 500, \$4.95



Perspiration won't wilt it!
 Soft collar of new Van Heusen Century keeps neat and smart round the clock... without starch...or stays.



Laundering won't hurt it!
 Easy to launder--you can't even iron-in wrinkles. No starch, less ironing mean more comfort...more wear.



Patented one-piece collar!
 Has no lining—just can't wrinkle. Van Heusen "Comfort Contour" collar styling always gives a neat look.

Van Heusen
 REG. T. M.
CENTURY shirts

\$3.95 and \$4.95

A new shirt free if your Van Heusen shrinks out of size!

Phillips-Jones Corp., New York 1, N. Y., Makers of Van Heusen Shirts•Sport Shirts•Ties•Pajamas•Collars

BLAIK AND SON CONTINUED

Earl Henry Blaik played his first game of football for a team of neighborhood irregulars known as the Riverdale Rats. For lack of other organized competition, the Rats played their entire schedule against one blood enemy—the North Dayton team from the other side of the Herman Avenue Bridge. All games invariably ended up in rock fights with rival teams firing from their respective sides of the bridge. One Thanksgiving young Blaik showed up for dinner two hours late and in no condition to sit down at the table.

His father, a practical man who saw no future in football, cast a disapproving eye on his scratched face and torn clothes. That almost ended his gridiron career. It was saved by the words of his three worse-for-wear companions who said, "But, Mr. Blaik, he won the game." After that there was nothing a Scotsman like William E. Blaik could say.

Red Blaik was a star end at the University of Miami at Oxford, Ohio, for three years. Like some other stars, notably Lighthorse Harry Wilson and Chris Cagle, he began his college football career all over again at West Point.

Army did not recognize the three-year eligibility rule until it was forced to in 1930. As a cadet, Red Blaik played against Notre Dame's immortal George Gipp, made Walter Camp's third-string All America in 1919 and won the saber as the best athlete in his class. The next service he saw was as a lieutenant with the Eighth Cavalry on the Mexican border.

His career as a professional soldier was a short one. In 1922, with everyone talking disarmament and the Army cutting down, Blaik resigned his commission and went into the building business with his father in Dayton. He married a girl from Dayton and was as satisfied as anyone could be except for one thing: he missed football terribly. When the first frost came each fall he began looking for ways and means of leaving the firm of W. E. & E. H. Blaik for a few months. He got his first coaching job at Wisconsin and for the following seven autumns trekked back to West Point to help out. Then, in 1934, Red Blaik let it be known that he was seeking a job as head coach.

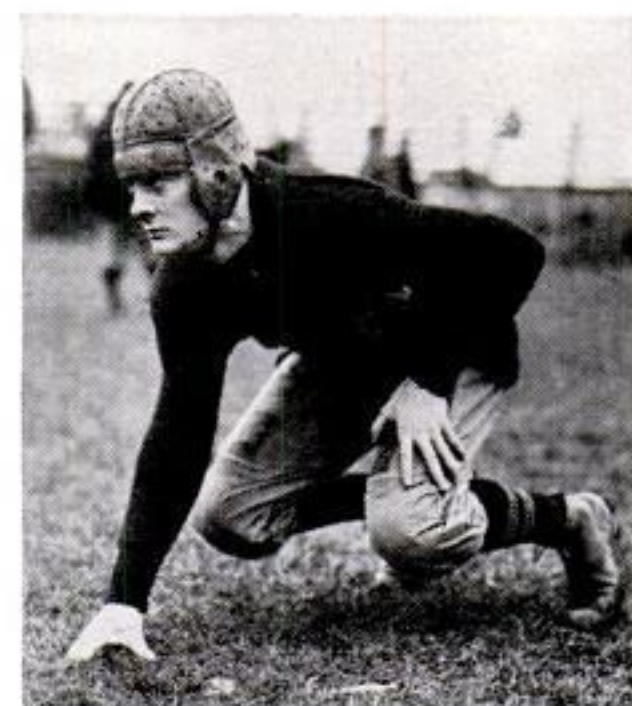
Army couldn't hire him because of a regulation barring civilians, but he made a satisfactory deal with Dartmouth. They promised to get him some boys and he promised to break the "Yale jinx." He broke the jinx his second year and killed it dead by beating Yale three times in the next five years. His bread-and-butter play was the famed "Dartmouth deep reverse," which concentrated so much interference in front of the ball carrier that Yale rooters swore the Dartmouth student body came swarming down from the stands to help out.

The rustic charm of Hanover suited the Blaik family. They lived in a cozy home on the edge of town and Earl's ulcer had almost healed when he got his call to the colors.

The man who issued it was General Robert L. Eichelberger, superintendent at West Point. Army had not won a major game in three years and Eichelberger felt that was deplorable, especially in a year like 1940 with everybody looking to the Army and Navy for omens of strength. It took some tall persuading, and some red-tape-slashing to get the War Department's old military coach rule abolished, to bring Blaik back. But Blaik came back.

Practice was a nightmare that year under Blaik. Players who couldn't take it were bounced off the squad. Those who survived won five games, losing four and holding Notre Dame to a tie. Then came the war and with it an avalanche of talent, and Army stopped losing games altogether. It was an era of football glory for Army. And no one enjoyed it more extravagantly than 15-year-old Bob Blaik, the coach's son.

On Sundays, when his father asked Doc Blanchard and other Army football heroes to the house for dinner, Bob sat at the same table with them and talked shop. He was a football player, too, at nearby Highland Falls High. He broke his collarbone one season,



AS AN ARMY END in 1919, Blaik looked as determined as he does now.



AS A LIEUTENANT in 1922, Blaik patrolled Mexican border.

CONTINUED ON PAGE 86

"I did a slow burn for 180 days!"

says **DEBORAH KERR**, co-starring
with **STEWART GRANGER** in MGM's
"KING SOLOMON'S MINES"
Color by Technicolor



WE TREKKED 6 MONTHS IN AFRICA TO MAKE "KING SOLOMON'S MINES." THE SIZZLING HEAT PARCHED ME TO THE BONE...MADE MY SKIN UNBEARABLY DRY!



ACTING thirsty took no talent in the desert. Even my skin was thirsty!



EVEN BETWEEN SCENES the African sun continued to sear and torture me.



BUT JERGENS LOTION kept my hands from looking sun-baked and harsh...



KEPT MY SKIN soft and delicate for romantic close-ups like this.



BEING LIQUID, Jergens Lotion is quickly absorbed by thirsty skin.

CAN YOUR LOTION OR HAND CREAM PASS THIS "FILM TEST"?

To soften, a lotion or cream should be absorbed by upper layers of the skin. Jergens Lotion contains quickly-absorbed ingredients doctors recommend — no heavy oils that merely coat skin. Proof? Water won't "bead" on hand smoothed with Jergens Lotion (left hand) as with a lotion or cream that leaves a heavy, oily film (right hand).

YOU CAN PROVE it yourself with the simple test described above...



YOU'LL SEE why Jergens Lotion is my head-to-toe beauty secret...

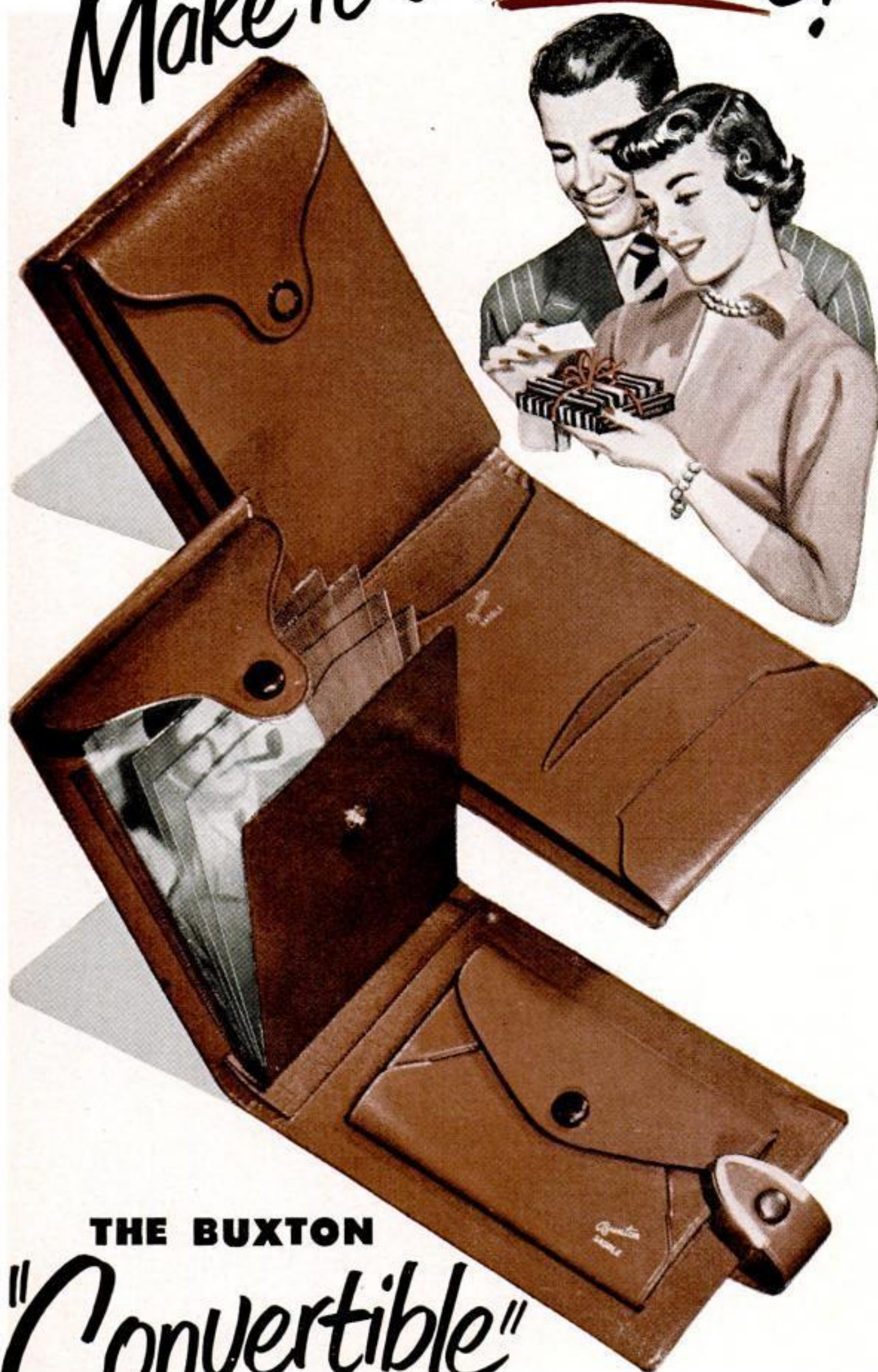
Jergens Lotion

used by more women
than any other hand care
in the world

still 10¢ to \$1 plus tax

AND IS USED by Hollywood stars 7 to 1 over other hand cares!

Make it a Twosome!



THE BUXTON "Convertible"

WITH REMOVABLE PASS CASE

FOR ANNIVERSARIES, HOST-AND-HOYESS,

every "couple occasion"—give matching Buxton Billfolds. The "Convertible" is sure to suit them both! Handy pass case holds photos and cards, detaches to make a two-piece set. His Convertible has a Secret Pocket ...her Convertible has a roomy coin purse on it!

MADE BUXTON'S LONG-LIFE STITCHLESS WAY

The billfold itself is one piece of leather, self-interlocked at strain points. Not one stitch to rip or rot. At better personal leather goods counters in smooth saddle leather, turf tan—each \$5 plus tax.



The name *Buxton* appears in fine gold script on every Buxton Billfold

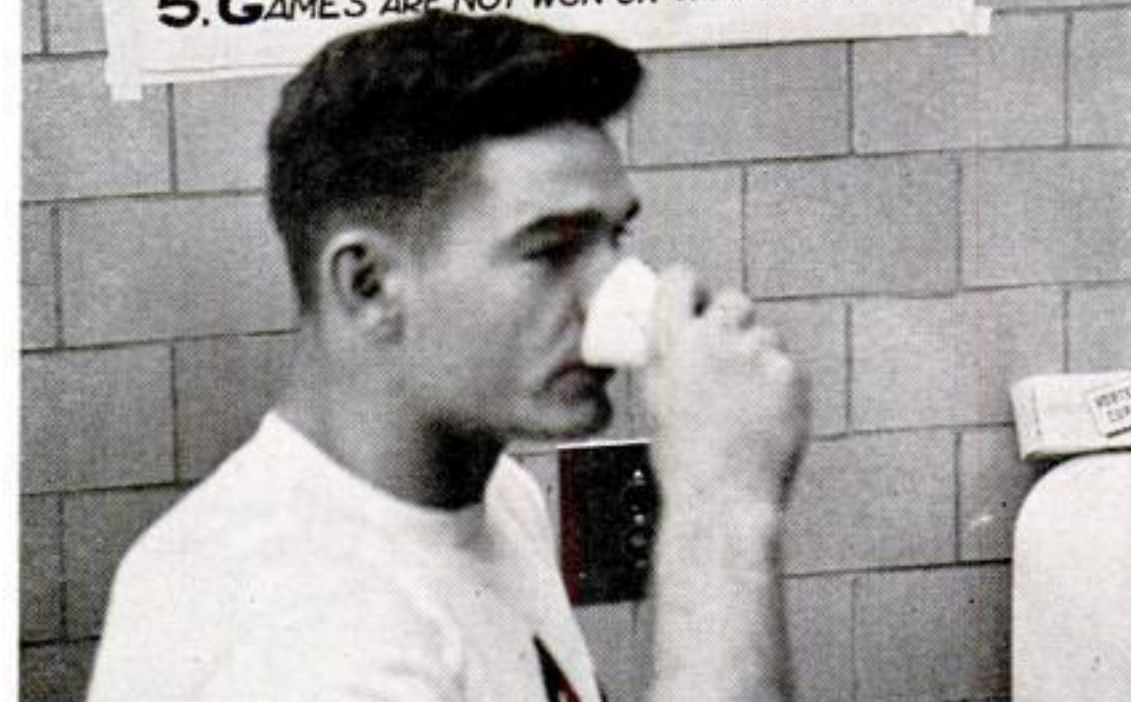


BUXTON STITCHLESS

*Reg. U. S. Pat. Off.

BUXTON, INC., SPRINGFIELD 1, MASS. • NEW YORK CITY • CHICAGO • LOS ANGELES

1. THERE IS NO SUBSTITUTE FOR WORK. IT IS THE PRICE FOR SUCCESS.
2. A RELAXED PLAYER PERFORMS BEST AND A SENSE OF HUMOR AND GOOD FUN KEEPS ONE RELAXED.
3. THERE NEVER WAS A CHAMPION WHO TO HIMSELF WAS A GOOD LOSER. THERE IS A VAST DIFFERENCE BETWEEN A GOOD SPORT AND A GOOD LOSER.
4. INCHES MAKE THE CHAMPION.
5. GAMES ARE NOT WON ON THE RUBBING TABLE.



ARMY'S FOOTBALL CODE is pasted up on the wall of locker room as a constant reminder. Under it is Fullback Gil Stephenson.

BLAIK AND SON CONTINUED

and for lack of much else to do became a walking encyclopedia on Army football. During the summers he was continually underfoot when his father and the Army coaches studied reel after reel of football movies. Unlike his older brother Bill, who could take football or leave it alone and had gone off to college at Dartmouth, Bob was raring to enter West Point the minute he graduated from high school. But his father talked him into taking a year at Exeter first.

Coach Blaik, who like most coaches views talent with the professional eye of a judge sizing up prize cattle, gave little thought to Bob as a bigtime prospect. He had never seen the boy play football except for five minutes one Friday afternoon. And then, but for fatherly interest, Blaik would not have given the tall, gangly kid a second look. Mrs. Blaik represented the family at the Exeter games. She was in the stands one Saturday with a northeaster blowing when Bob calmly quarterbacked the team to its first victory in years over Andover. But her scouting report did not get the attention it deserved. Coach Blaik had just returned from South Bend where Notre Dame had beaten Army, 27-7, in the last meeting between the two great rivals.

Two years before his son entered West Point, Earl Blaik admitted to himself that he could see no hope of enticing Grade A material to the Point. He decided to work harder than ever with—and on—what talent he got. "Football coaching is purely a matter of science," he said, and set about proving it in his lab on the top floor of the West Point gym. There, surrounded by blackboards, assistants and one of the largest libraries of football films in existence, he settled down to 12 months a year of backbreaking toil.

Often an entire day was taken up with haggling about some technicality like "sitting a man" or "keying off." His most potent instrument was his movie projector, which helped give him clues to the "physics of blocking and the application of angles." He pounced on the two-platoon idea the minute he saw Michigan use it, perfected it in its pure form and gave it its name.

He began to think of football more and more in military terms. Football and war were so alike, he maintained, that training for one is training for the other. When Bob Blaik became a West Point plebe in 1948 he became part of a group whose everyday life is training for football. They fight toy battles on classroom sand tables and learn to do what they are told. They get up at 5:50 a.m., stand formation, sweat to keep up marks, live an austere existence. The ancient Greek who said, "A Spartan's life was made so unpleasant for him that no wonder he throws it away without regret in battle," gives one of the keys of Army's success on the football field. As a plebe Bob kept his chin tucked in against his Adam's apple off the football field and showed promise as a plebe quarterback on it.

That was when Coach Blaik got the terrible suspicion that he

CONTINUED ON PAGE 62



Backboon!
At last... a
halterbra! A
tiny halter cir-
cles your neck to
hold you in suspend-
ed animation in the love-
liest lace-on-nylon bra you
could imagine. Two long, light
straps hook in front... baring you to
be beautiful! White. \$5.00. Bra #2210

Lovely, give yourself the once over...lightly!

In Warner's fabulous new sheers

Misty loveliness... so delicately detailed in design... so elegantly
iced with lace... just to keep you feeling *secretly* frothy and feminine.

They're Warner's newest nylon bras and those you love
are yours alone in your very own 3-Way-Sizes.

1. Your Warner's is your cup size... true-to-the-letter, perfect cup-sizing A to D.
- 2.... and your band... no bands, narrow bands, deep bands or elastic bands... every one with the snug-hug you love.
- 3.... and your uplift... whether you like a little lift or a lot, you can have your own way in Warner's lovelies. At finer stores.

WARNER'S
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE GANT* • A'LURE* • STA-UP-TOP* • "FREE-LIFT" • WARNERETTE*
*Reg. U. S. Pat. Off., The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8



Lacybones! A bareback beauty for sleeveless blouses and dresses. Exquisitely embroidered white nylon marquisette. Two tiny sidebones to keep it snug. *It stays down... you stay up!* \$3.50. Bra #2231



Best seller! Millions love it! Nylon tissue taffeta with filmy French stitching under the cups. Small elastic gores give you breathe-easy comfort. White only. \$2.50. Bra #2195



Tops in taffeta! We have an idea you love the wispy-sheers but like a little firmer control. Here it is... white nylon tissue taffeta with French-stitched undercups. \$2.50. Bra #2146



Vanilla frosted! Whisper-weight white nylon tissue taffeta topped with embroidered marquisette for a lovely, rounded lift. Comes in ice-cream pink and black, too. \$3.50. Bra #2299



*It's your life
from now on...*

From the very start, you'll want to entertain at home... and with the finest solid silver, of course. From the wide range of Reed & Barton patterns, you're sure to find one that you will be proud to use for all the years to come. Perfect balance and lovely details, flawlessly fashioned in authentic designs, make Reed & Barton sterling beautiful to behold, a joy to use.



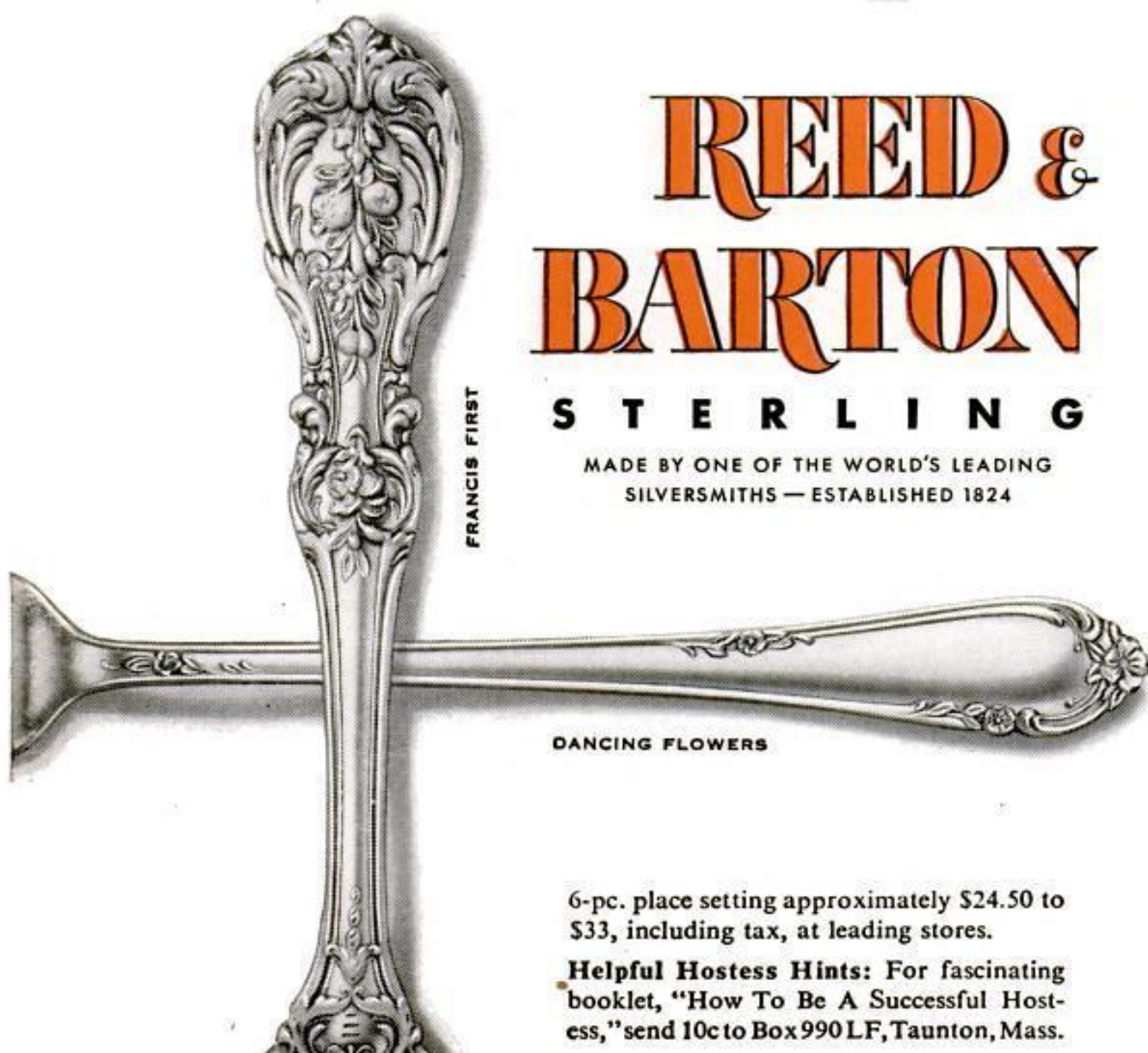
BURGUNDY



POINTED ANTIQUE



GEORGIAN ROSE



**REED &
BARTON**

S T E R L I N G

MADE BY ONE OF THE WORLD'S LEADING
SILVERSMITHS — ESTABLISHED 1824

FRANCIS FIRST

DANCING FLOWERS

6-pc. place setting approximately \$24.50 to \$33, including tax, at leading stores.

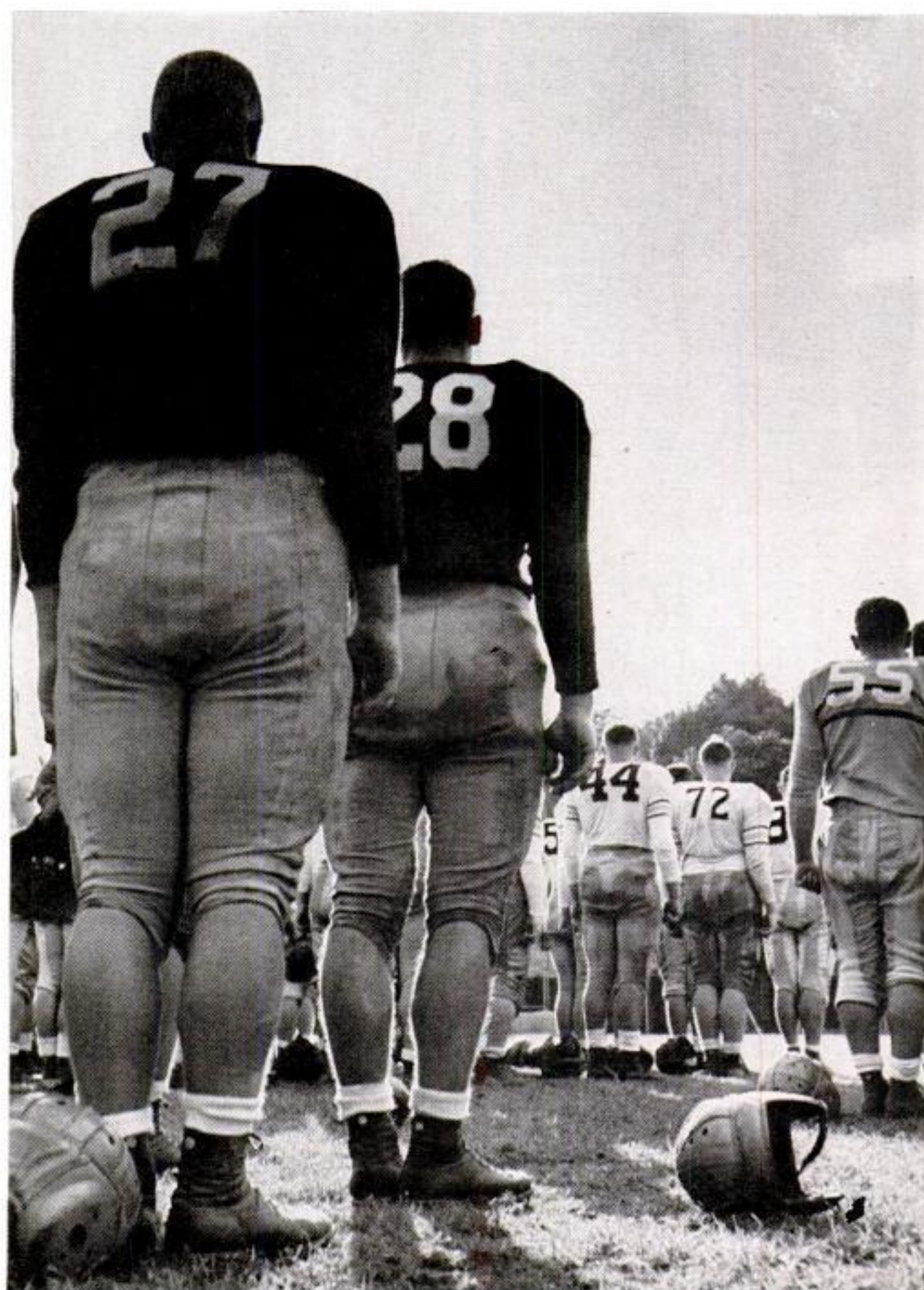
Helpful Hostess Hints: For fascinating booklet, "How To Be A Successful Hostess," send 10c to Box 990 LF, Taunton, Mass.

BLAIK AND SON CONTINUED

had a father-son problem on his hands. Bob was strictly a manufactured quarterback, good at the mechanics of faking and ball-handling. His passing was improving and he was a student of enemy defense and play situations. Last season, at least, the father did not have to face the problem—he had Galiffa. At home, his astringent policy caused Mrs. Blaik to say, "I don't think you're giving Bob enough encouragement." When Bob got away from his cadet chores long enough to visit home, he would ask his mother, "What did Dad say today?" Her usual answer was that he didn't say anything but that she would try to pump him. The pumping usually produced a noncommittal, "He didn't do anything wrong." Bob still didn't get into games unless Army was well ahead. In the Pennsylvania game last year, with Galiffa not handling the team too well, Blaik refused to take a chance with his inexperienced sophomore. Shortly afterward Ty Cobb said to him, "You have quite a son there. You make a mistake not using him more." Now, Blaik has no alternative.

His dress rehearsal as Army's first-string quarterback took place the week before the season opened in a semiformal scrimmage with Boston University. Sleeves rolled up and his sharp voice barking the cadence, Bob started with the confidence of a man who is driving a high-powered car and knows all he has to do is touch the gas to make it spurt ahead. But something went wrong. The Army offense sputtered and wheezed. Worse yet, Quarterback Blaik got smeared for a big loss trying to get off a pass and on the next play got smeared for a bigger one. The cadets in the stands began muttering. Blaik, who had been afraid of something like this, sent in second-string Quarterback Gil Reich.

With the season's opener against Colgate only a week away, there was renewed activity behind the green curtain on the plain. Coach Blaik kept his thoughts to himself and so did Bob. But their grimness was reflected by grueling "pass protection" drills with emphasis on evasive tactics. "That's it," Blaik barked over and over when charging linemen were laid low, "now do it again." After six days of exhausting contact work the coach felt that his pass offense was ready for Colgate. Michigan, of course, was another matter. The only member of the Blaik family who showed any lack of trepidation about the Saturdays ahead was Mrs. Blaik. "I have great confidence in the Army coaching staff," she says.



STILL SOLDIERS, Blaik's football players stop their practice, drop their helmets and stand at attention when retreat is sounded and the flag is lowered.

WILLIAM BENDIX, star of "The Life of Riley" radio program, says:

**"For that smoother taste —
just ask for..."**

FINEST BEER SERVED...ANYWHERE!"



WILLIAM BENDIX—
makes the three-way "experts" test
with a glass of Pabst Blue Ribbon.



Bill's eyes are pleased
by the creamy head—the
brilliant amber color.



Bill's nose is teased by the
inviting fragrance of the
finest malt and hops.



Bill's taste agrees Pabst Blue
Ribbon has that smoother taste
no other beer can touch.

TUNE IN "THE LIFE OF RILEY" STARRING WILLIAM BENDIX, EVERY FRIDAY NIGHT, N B C NETWORK ©1950, PABST BREWING CO., MILWAUKEE, WIS. TRADE MARKS REG. U. S. PAT. OFF.



OX CART AND JEEP pass on a bumpy road north of Seoul, the American soldiers getting a friendly wave and a "Hi, Joe!" from the

farmer's child who is perched on top of the sacks of grain. Like many peasant women in Korea, the farmer's wife goes about bare-breasted.



A FRUIT PEDDLER in Inch'on squats with wife and daughter behind an array of apples and persimmons which he has laid out on street pavement.

ON A BACK STREET in Inch'on, boy with a toothache (*right*) leads his blind mother past a clutter of people—peddlers, a patriarch, swarming children.



KOREA

Five Years Ago

U.S. COMBAT ARTISTS SHOW COUNTRY
AFTER THE LIBERATION FROM JAPAN

The last time American GIs were in Korea—in 1945—they came on the happy and peaceable mission of liberating the country from 35 years of Japanese rule. To record the occupation, they took with them two combat artists, Sgt. Steven R. Kidd and a civilian, John Pike. Between them Kidd and Pike produced 50 pictures which, still in the possession of the Army, constitute a lively record of Korean life as it mixed oddly with jeeps and GIs. The countryside was rich in rice fields, flowering orchards and tiny primitive farms where oxen were the only sources of power. In the cities, leading off the straight modern avenues built by the Japanese, crooked cobblestoned streets swarmed with peddlers, goateed old patriarchs and chunky bare-breasted women wrapped in colorful gowns, carrying their bundles on their heads and their babies on their backs. To Sergeant Kidd, who did the paintings on these two pages, Korea in those days of peace was a “land of imagery where you felt transplanted into another world.”



YOUNG GIRL, carrying her baby brother in a blanket wrapped around her back, posed for Kidd in exchange for stick of chewing gum.

CONTINUED ON NEXT PAGE

Copyrighted material



THUMBING A RIDE on a rainy day, a GI beckons to approaching jeep in this painting by John Pike. The ancient steps lead up to the overpass at left. The children on them are regarding the GIs curiously. Korean youngsters were always fascinated by the length of the Americans' noses and thickness of their beards.



- More lasting than toilet water

- Less costly than perfume extract

New! incredible
Tweed
TOILET ESSENCE

Exciting, cherished TWEED now
presented in Toilet Essence. Use lavishly
... lasts hours on end. 2 oz.—\$2.50 plus tax.

Also in smart, witty REPATTEE 2 oz.—\$2.50 plus tax.

Sentheric
PARIS LONDON NEW YORK



Stroock
Tweed Costume
designed by
Claire McCardell

© 1950 LANTHERIC, INC.



*For a Sturdy, Bright-Eyed Pet—
"COMPLETE DINNER" Gro-Pup!*

SO COMPLETE YOU NEED ADD NO MEAT!



GRO-PUP IS PACKED WITH NOURISHMENT! It's so complete that no other food need be added! Those crisp, hearty ribbons provide *protein* aplenty for well-muscled bodies . . . quick-energy *fuel foods* . . . every essential *vitamin* and *mineral*!

SAVE UP TO \$1.00 A WEEK! Yes, you save plenty serving Gro-Pup—up to 40% over most canned dog foods. And it is the *fastest, easiest* way to feed your dog right. No mixing, no can openers, no refrigeration.



GRO-PUP IS THE FIRST dry dog food to be awarded this seal of approval as a *Complete Food*!

**FOR DOGS OF ALL AGES, SIZES AND BREEDS
GREAT FOR CATS TOO!**



HANGING HERO

The gentleman above, gracefully waving his hat while hanging by the neck from a chain, is José Artigas, whom Uruguayans call Founder of the Nation. Some 140 years ago some thought hanging was too good for Artigas. That was when, with ragged troops and a fleet of international privateers, he fought for his country's freedom against the Spaniards and Argentines—only to lose later to the Portuguese, who then ruled Brazil. The indignity here visited upon him in Bogotá, Colombia is in an entirely affectionate spirit: his bronze statue needed a new base.



Sure as the Birds Fly South

Free to fly—anywhere! But they're SURE to fly south. And you ...free to *try*—any whiskey. But once you know the matchless taste of Seagram's 7 Crown—you're SURE to head for it...every time.

Say **Seagram's** *and be* **Sure**



SEAGRAM'S 7 CROWN. Blended Whiskey. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

For Your Table . . . World's Finest Dates — Plump, Luscious Dromedary Dates!

They're the most wholesome "candy" you or the children can eat!

Only the choicest fruit . . . the plumpest, tenderest beauties . . . are packed by Dromedary. All others are discarded. Enjoy Dromedary! No other dates compare!



Hallowe'en Hits

THEY COST DELIGHTFULLY LITTLE . . . take almost no time to do!

STUFFED DROMEDARY DATES:

Already pitted, you simply fill with nuts, cream cheese, coconut or peanut butter. Roll some in sugar. Delicious too just as is . . . "the candy that grows on trees"!

"DATES-IN-BLANKET"

Stuff Dromedary Dates with nuts. Roll pie-crust dough *thin* (use packaged mix). Cut pieces 3" x 1 1/4". Wrap dates. Brush pastry with cream. Bake 10 to 12 min. very hot oven (450° F). Frost if you like. Roll in chopped nuts. Makes 32 rich pastries, that melt deliciously on your tongue! *Must be Dromedary Dates. They're "juicy"!*

AND ENJOY YOUR DATES IN

salads, fruit cups, puddings, ice cream. In cakes, cookies, pies. So good with cereals, hot or cold.

And ready to serve:



DROMEDARY DATE-NUT ROLL

Just open the tin and slice this delectable "roll", loaded with crunchy walnuts and fruity Dromedary Dates. Makes deliciously *different* sandwiches, easy desserts!

Another easy-do:



DROMEDARY GINGERBREAD MIX

Most famous of *all* cake mixes, this rich, flavory gingerbread made from Washington's mother's treasured recipe! *Simply add water and bake!*



"DATES-IN-BLANKET"

PASTEURIZED

. . . for longer lasting freshness, extra-luscious flavor and healthful purity. Insist on DROMEDARY Dates!



MAUGHAM'S SATURNINE EYES LOOK DOWN FROM PORTRAIT ON JEAN SIMMONS, ONE OF "TRIO'S" STARS, AS SHE TOYS WITH A FIGURINE IN HIS RIVIERA VILLA

MOVIE OF THE WEEK:

Trio

Maugham tales make fine package

W. Somerset Maugham turns his wrinkled, 76-year-old face to the audience rather benignly at the start of his new film, *Trio*, and says, "If you see me facing you once again in this unaccustomed role for me, you only have yourselves to blame." The audience had reacted so enthusiastically to last year's four stories in *Quartet* (LIFE, April 18, 1949) that the same movie producers naturally had to turn out a new package of

the old master's special blend of entertainment.

Most ambitious of the trio is *Sanatorium*, a sentimentally macabre tale of crossed lives and loves among tuberculars. Its chief asset is the pretty face of Jean Simmons (see cover), ex-Ophelia in *Hamlet*. Also in *Trio* are two little gems of anecdotes, *The Verger* and *Mr. Know-all*, shining with all the smoothness and ironic wit which identify a genuine Maugham article.

Roblee®

SHOES FOR

MEN



Ask for Model B715... a smart oxford in brown Edinburgh Grain. Triple leather sole. Mahogany Stormwelt.



Or get Model B716. The same quality features, same fine Edinburgh Grain, brogue styled. For name of your nearest dealer, write Roblee, Brown Shoe Company, St. Louis.



Roblee Jrs. ... shoes like dad's
... at Roblee dealers now.
7.95-8.95

Twosome to round out a
manly wardrobe! Rugged good looks that laugh at
winter weather. Fine, husky Roblee leather all the
way through. From the big Roblee collection, built
by **men, for men**, to give **man-size** value
at only **9.95 to 14.95**
Some styles higher.

"Trio" CONTINUED

A TALE OF DOOMED LOVERS

Sanatorium tells a fairly complicated story with many characters, but the principal character is the disease itself, the tuberculosis which brought this assortment of people from many walks of life to be treated in the Scottish Highlands. Some have made their peace with the disease and are content to live out their lives in the daily routine of the sanatorium. Some resent it, like the accountant who cannot understand why it happened to him and makes his wife miserable when she comes to see him because he takes her good health as a personal affront. One young couple, who have fallen in love in the sanatorium, decide to go out and live their love in the outside world though they know that the disease will surely kill them.



BICKERING PAIR of elderly Scotsmen explain to new arrival that the only important thing in life for them is the way they irritate and thwart each other.



LOVING COUPLE (Jean Simmons and Michael Rennie) wait for summons to doctor's office that will tell them if they will ever be well enough to marry.

CONTINUED ON PAGE 83

Figures prove it!

A genuine Bigelow is in your price range!

Choose Yours Now at Your Bigelow Dealer's!



Are you planning to spend about \$90 for a living room carpet? Or \$100? Or \$200? Here's a happy eye-opener—you can afford a world-famous Bigelow, outstanding in style and wear, for the very figure you've settled on as the price you'd like to pay! And have a wide, wide choice at every price level!

Do you want lovely carpeting to stretch luxuriously from wall to wall? Or carpet cut to the *shape* of your room, say 12' x 13'? Or a standard-size rug? Suit your needs with a Bigelow—the carpet with more "extras" for your money!

These Bigelow Carpets are a blend of 100% imported wools—"lively" wool with unmatched springiness and life to it. Every one offers you years of the greatest style-satisfaction and wear-satisfaction your carpet dollars can buy!

Corday 2030-4640, at right. One of the exclusive Bigelow favorites, with interesting modern texture. Specially processed against snagging. Only around \$11.95* a sq. yd.



Corday 2030-9218;
about \$11.95* sq. yd.



Carillon 1200-1104;
about \$11.95* sq. yd.



Beauvais 1040-1806;
about \$11.95* sq. yd.

(Right) Fervak 1020-9436;
about \$9.25* sq. yd.



Serenade 402-91070; about \$17.50* sq. yd.



Carillon 1200-1102, at left. A new classic by Bigelow, luxuriously sculptured in wool. Looks far more expensive than it is—only about \$11.95* a sq. yd.

Send 25¢ for decorating booklet!

New ways to make your rooms sing with beauty, keyed by Bigelow Carpets! Consult the booklet, "Bigelow Home Decorator." Page after page on color harmony, styles of decorating. Get it from your Bigelow dealer or send 25¢ to Home Service Bureau, Box 848, New York 46, N. Y.

*Prices subject to change. Slightly higher in the West.



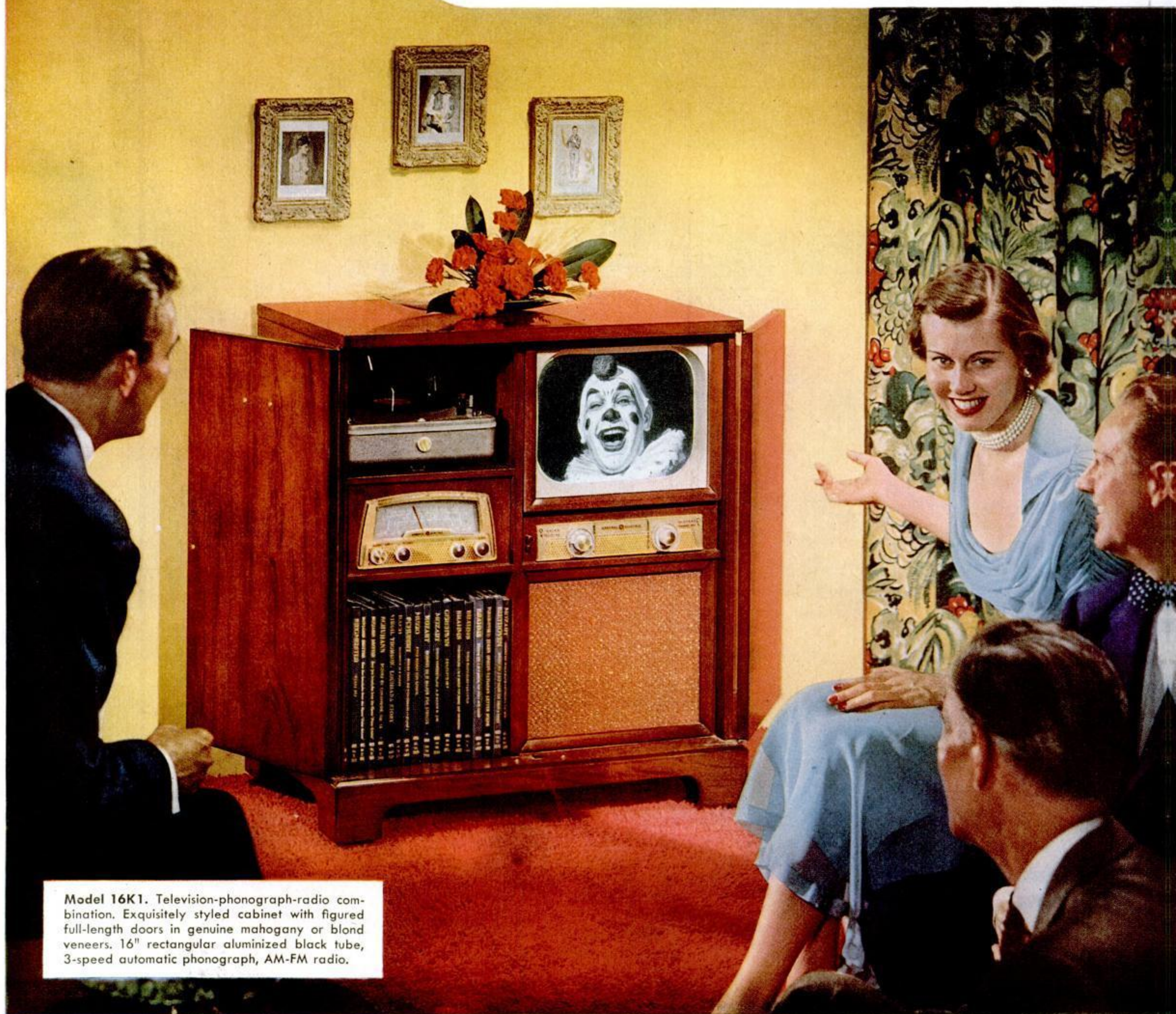
Bigelow

Rugs and Carpets

Beauty you can see... quality you can trust... since 1825



BLACK-DAYLITE **TELEVISION**



Model 16K1. Television-phonograph-radio combination. Exquisitely styled cabinet with figured full-length doors in genuine mahogany or blond veneers. 16" rectangular aluminized black tube, 3-speed automatic phonograph, AM-FM radio.

Model 16C113. Exquisite, genuine mahogany veneers. 16" rectangular black tube.



Model 16T5. Beautiful mahogany veneered cabinet. Big 16" rectangular black tube.



Model 16C103. Mahogany veneered console. 16" rectangular black tube. In blond, Model 16C104.



Model 17C101. Genuine mahogany veneers. Finely figured doors. Big rectangular black tube.



Shows All! Big-as-Life!

EVERYWHERE, it's love at first sight for the new G-E "RECTANGULARS"!

● All over America, the new, finer, G-E Black-Daylite Television has captured public favor faster than any sets we've ever made. That's because the new big-as-life, true-to-life pictures, the lastingly beautiful furniture, spell quality and performance never seen before. New, big rectangular "black" tubes show all the TV camera sees . . . so "alive" you feel right on the scene . . . so sharp, steady, and free from annoying glare, you'll be amazed. Exclusive G-E Automatic Sound . . . just tune best picture—you get crystal-clear sound every time. All models have powerful G-E built-in antenna. Automatic radio-phonograph-TV combination features the incomparable G-E Electronic Reproducer for world's finest record reproduction—also genuine Armstrong FM. All cabinets are exquisitely-styled, superbly crafted, veneered in genuine mahogany, or choicest blond woods, with hand-rubbed finish to enhance their enduring loveliness. In choosing General Electric you invest in a name enjoying the confidence of millions. Easy terms, if you wish. G-E dealers gladly demonstrate without obligation.

General Electric Company, Electronics Park, Syracuse, New York



You'll always be happy with G. E.'s big-as-life, true-to-life pictures.

You can put your confidence in—

GENERAL



ELECTRIC

©1950—General Electric Co., Syracuse, N. Y.

It's got everything you'd put in —
except the work!

Big pieces of lean, tender beef—lots of 'em!

Fresh Grade A potatoes, celery and onions. New
crop carrots—the *tender* ones.



They're all here—dunking themselves
in a rich, brown gravy you'd be proud to
have made yourself.

So—be good to yourself tonight. Open a can of
Armour Beef Stew—and just heat and eat and eat!



More than 25 different Pantry-Shelf
Meals come from the famous Armour
Kitchens. Fine Armour meats and home-
like cooking care make them taste
just like your own good cooking.
Take home several kinds next time
you go to the store. Join the millions
of women who save millions of hours
with delicious Armour Pantry-Shelf Meals.

Tune in STARS OVER HOLLYWOOD
On Radio—CBS Saturday Daytime
On Television—NBC Wednesday Evening

ARMOUR Pantry-Shelf Meals



© ARMOUR AND COMPANY

THE ILLITERATE'S REVENGE

The Verger is the story of a portly, respectable cockney who has been serving for 17 years in a fashionable church, assisting the vicar at funerals, weddings and christenings. No one has ever found fault with the way the verger performed his duties, but one fine day the new vicar decides to fire him because he cannot read or write. How this blow, which seems at the time to destroy his life, actually is the foundation of his fortune, makes for an ironic little tale from which Maugham and James Hayter, playing the verger, extract every last tart drop of juice.



DESPAIR is written on the verger's face when he is informed that unless he agrees to learn to read and write he will have to be dismissed from his post.



JOY returns to his life as he makes a proposal of marriage to his landlady and whirls her around the floor in a brisk dance to celebrate the happy occasion.



REVENGE is sweet when, after making a fortune in a secular business, he comes to a christening at his old church, gives a fistful of money for the poor.

CONTINUED ON NEXT PAGE

**Handiest
thing
in the house**
the easiest handling cleaner in America
HOOVER
Model 115

only
54⁹⁵
*and your
old cleaner*

It's a joy to have around. It stores in "pint-size" space, yet does a full-size cleaning job. Exclusive Hoover Triple Action—it beats, as it sweeps, as it cleans. Yet it's yours for just \$54.95 and your old cleaner!

LOW DOWN PAYMENT! Easy monthly terms. Cleaning tools at slight extra cost. Hoover Cleaners are sold only by established local merchants. See your classified phone book. Call now for a home showing of Model 115 or one of the two other Triple-Action Hoovers. There are two new Hoover AERO-DYNE tank models, too. THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England.

Prices slightly higher in Canada
Prices subject to increase without notice

*You'll be happier
with a Hoover*



*It beats...
as it sweeps...
as it cleans*



Something Wonderful

happens every MEALTIME



because there's something EXTRA in a Flame!

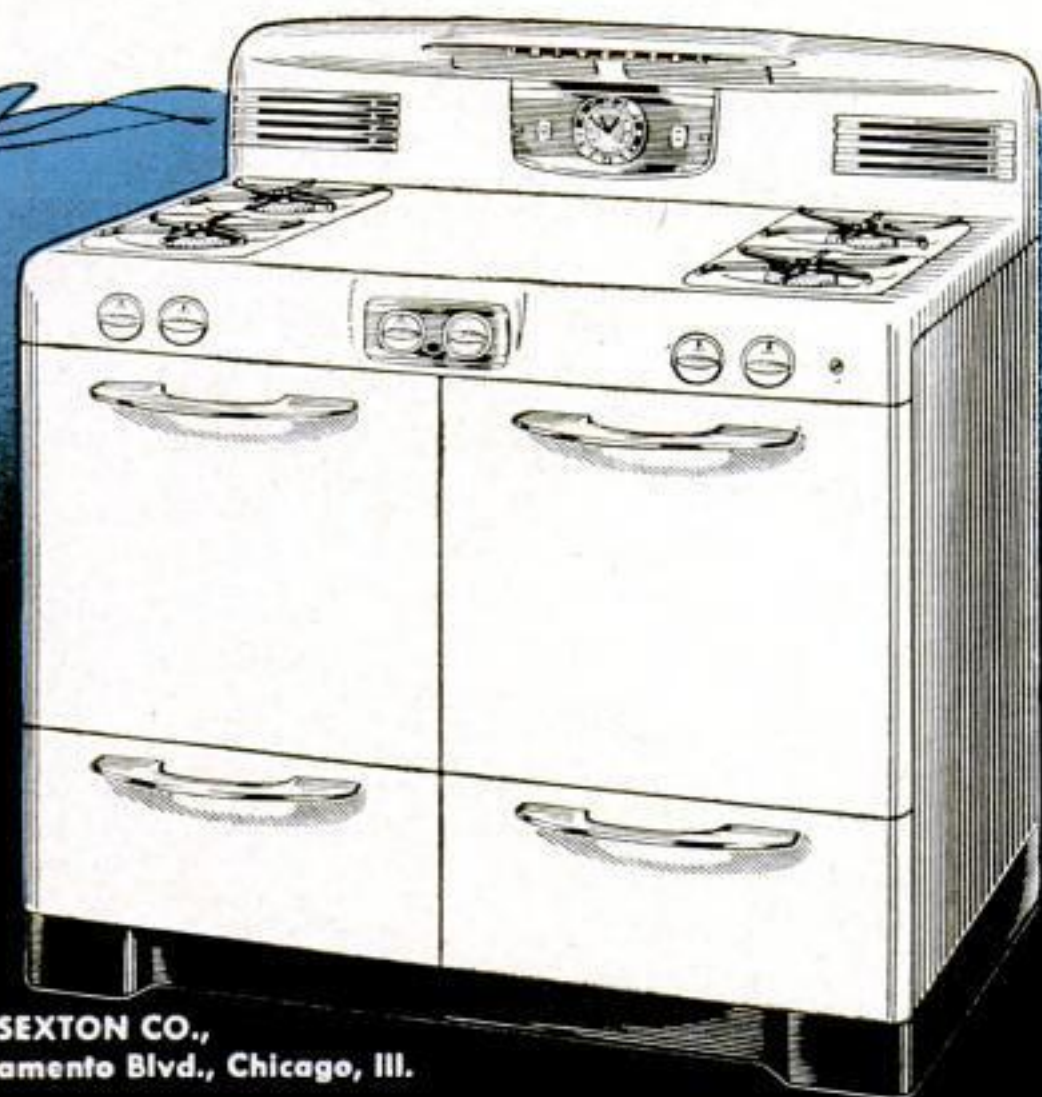
- And that EXTRA something in a flame is the live-action heat it provides — *quick* heat for boiling . . . *constant, moving* heat for baking and roasting . . . *live, glowing* heat for charcoal broiling.

The new Universal Gas Ranges control this naturally better heat to perfection. Universal's spacious, precision ovens bake and roast best of all . . . Universal's *Exclusive Whirlpool Broiler* broils "just like downtown" . . . and Universal's *Simmer-Save Burners* provide *instant* and *accurate* heat for every kind of top-of-the-range cooking.

Make *Something Wonderful* happen at your house every mealtime with a new Universal Gas Range. See your dealer or utility *now* — during Universal's big money-saving Old Stove Roundup.

Universal

GAS RANGE



CRIBBEN & SEXTON CO.,
700 N. Sacramento Blvd., Chicago, Ill.

"Trio" CONTINUED

THE ODYSSEY OF A BUSYBODY

Mr. Knowall is the story of an ocean voyage dominated by a busybody. Max Kelada, brilliantly played by Nigel Patrick, makes the voyage one long misery for a shipload of stuffy British passengers with his tooth-flashing, his backslapping, his preposterous pretense that he is an Englishman and his gratuitous offers of information on all kinds of subjects. But after everyone has classified him as a bore and a bounder, it turns out that though he may not have been born in the shadow of Buckingham Palace he is something of a gentleman all the same.



INDIGNANT HUSBAND glowers in a high British dudgeon as the irrepressible Mr. Knowall not only invites him to a drink but kisses his wife's hand.



GOOD SPORT, Mr. Knowall (right) not only does not take offense but is delighted when another passenger dresses up like him at a fancy dress party.



FEARFUL WIFE silently begs Mr. Knowall, a jeweler by trade, not to reveal to her husband that her pearls, which she told him were imitation, are genuine.

CONTINUED ON PAGE 87



5-star flavor hit

The candy with the hole ... only 5¢





Waiting for you at your dealer's is the most luxurious mattress ever made... *your own Beautyrest*, for the price of a glass of milk a day.

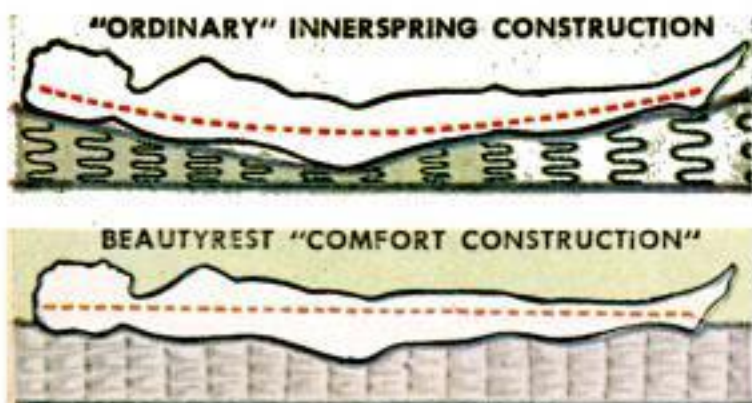
Here's how it works out: Beautyrest costs \$64.50. It's guaranteed for at least 10 years.

When you divide the price by this 10-year guarantee, you find you actually pay only \$6.45 a year—or about 1½¢ a night. Less, we repeat, than one glass of milk a day.

And THINK! You not only get unmatched com-

fort, when you get Beautyrest—you also get a mattress that lasted MORE THAN TWICE AS LONG as any other mattress tested by United States Testing Co. See your dealer today for *your* Beautyrest Mattress!

**Now! Own the world's most luxurious mattress...
for the price of a glass of milk a day!**



Beautyrest gives you Better Rest! Note (top) how "ordinary" mattress lets spine sag. Now note (bottom) how Beautyrest mattress gives spine-perfect "Levelized Support." Each of the 837 springs in Beautyrest is in its own *separate pocket*—can't pull each other down.



Water Glass Proves Beautyrest is constructed differently. When glass is placed on any one of the 837 springs, and near-by spring is pushed down, *water will not spill*. For Beautyrest springs are not tied together, work *independently*! You get "Levelized Support" for *every* part of your body!

TESTS PROVE BEAUTYREST FIRMEST!



Dr. Taylor

A test that was made recently at the United States Testing Co. by Dr. T. Smith Taylor proved Beautyrest the firmest of ALL mattresses tested.

A man was lowered onto heat-treated plastic sheets covering the mattress. When the plastic cooled, the depth his body had sunk into the mattress was measured. Beautyrest proved **FIRMEST**, the most "levelized" of all.



22-year-old Beautyrest still comfortable. Mrs. John D. Sheehy of Memphis, Tenn. writes, "My Beautyrest is 22 years old. It's had more than normal use—for my mother has been bed-ridden on it for almost two years. *And it's still comfortable!*"

Only Simmons makes BEAUTYREST

Also from the house of Simmons: Beautyrest Box Spring, ideal companion to Beautyrest* Mattress, \$64.50. Deepsleep* Mattress, \$44.50. Hide-A-Bed,* Babybeauty* Mattress, and Ace* Spring.

*TRADE-MARK REG. U. S. PATENT OFFICE. COPR. 1950 BY SIMMONS CO., MOSE. MART, CHICAGO, ILL.

"Trio" CONTINUED

BRITAIN'S BUSIEST ACTRESS

Jean Simmons' scenes in *Trio* had to be sandwiched into a break in the shooting of her next film; for Jean, though only 21, is about the busiest actress in Britain. Since she first struck the public's eye in *Great Expectations*, she has never been let out of it. In the past five years she has been in 12 pictures, the best of which are illustrated below, and is about to begin on the 13th: George Bernard Shaw's *Androcles and the Lion*.



STATELY in Dickens' *Great Expectations* (1946), she played the snobbish Estella who scorned the poor hero.



SULTRY in *Black Narcissus* (1946), she was the native girl who disrupted a colony of Anglican nuns in India.



MAD in Laurence Olivier's *Hamlet* (1948), she gave touching, memorable performance as the lovelorn Ophelia.



MERRY in *So Long at the Fair* (1949), she played a girl who went to Paris to have a good time, got in trouble there.



FORLORN in *Cage of Gold* (1950), she is a painter who finds herself accidentally married to two men at once.



FEARFUL in *Clouded Yellow* (1950), she is an unbalanced girl who is suspected of committing a brutal murder.

More fun... less fuss...
that's **The California Way**
of entertaining



EASY DOES IT—the California Way! You don't go to a lot of work—but you *do* make your entertaining sparkle.

When guests drop in, you add the special touches you want—you add warmth, color and brightness to your hospitality...and you add the fun that informal entertaining needs—with *wine*.

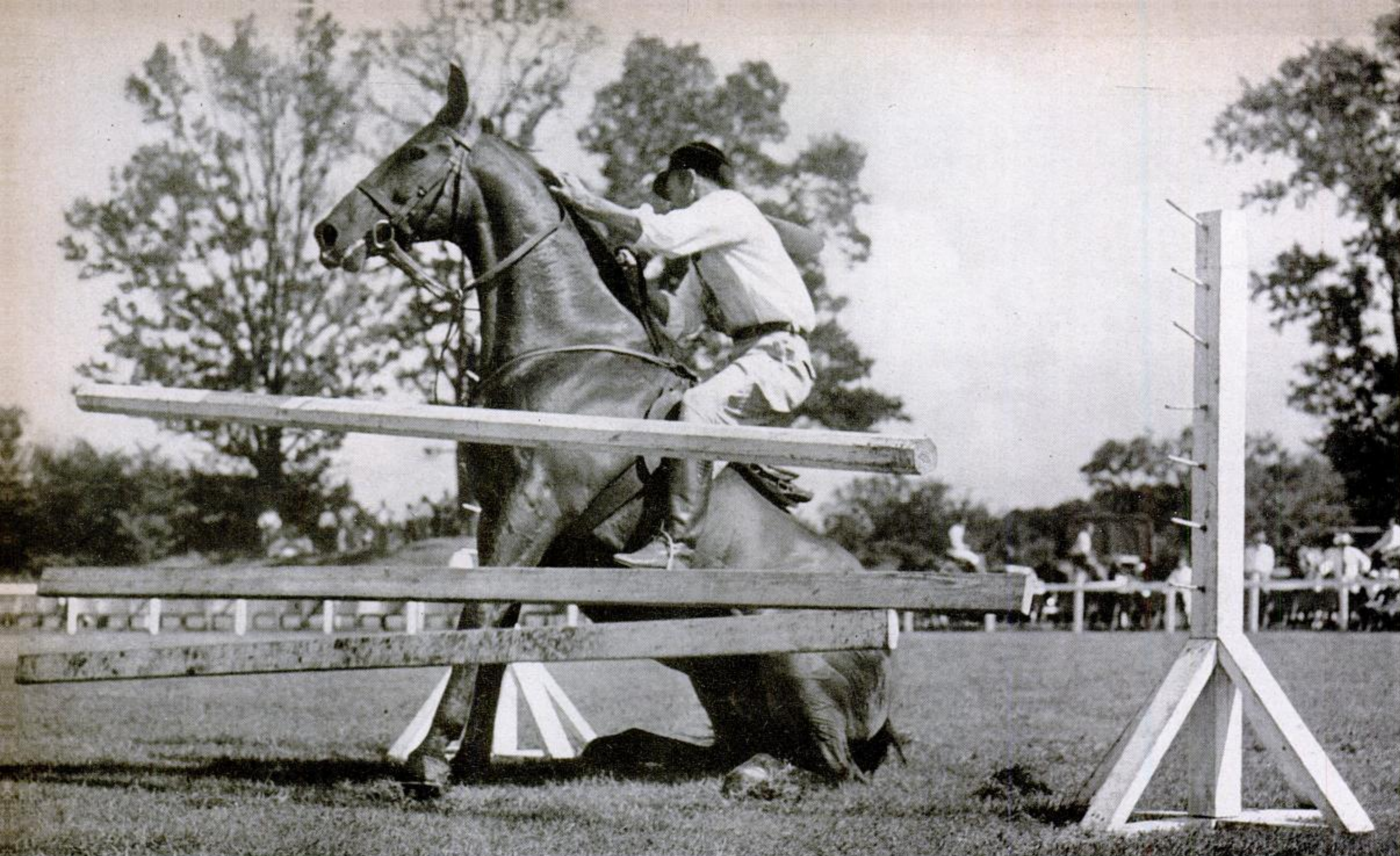
And the California Way is so easy: Just cool and serve some wine—Sherry, for example. It's a way you can entertain often, too. For the fine wines of California cost so little.

Write for colorful 32-page *California Way* booklet—packed with new, easy recipes, menus and party ideas. Send 25¢ in coin to Wine Advisory Board, Box 3135, Rincon Annex, San Francisco 19, California.

Try
The California Way
with Sherry Wine



Sherry, one of the fine wines of California, is a rich, amber-colored wine. Ranked among the world's finest, California Sherry is a favorite to serve with appetizers before dinner or with light refreshments in the afternoon and evening.



QUADRUPEDES BALK

Broker brakes and Jumbo jerks

Broker, the unhappy horse pictured above, was supposed to jump this hurdle at a Nashville, Tenn. show but just couldn't face it. He made up his mind too late and skidded on his posterior right into the barrier, watching its cross-bars fly through the air.

Jumbo, the active mule below, was one of 20

mules supposed to pull a wagon full of borax in a Los Angeles parade. The idea did not appeal to him. It took an hour to get him harnessed before the parade and another hour afterward to get him on the truck which had brought him. His sweating owner explained Jumbo's defiant attitude: "He has absolutely no fear of people."





Modess *because*

Apple 'n' Spice Donuts!



*Apple 'n' Spice
and everything nice...*

LOOK—A NEW KIND OF DONUT FOR YOU! Made with tangy applesauce and a delightfully different blend of spices! Bite into these tempting, tender donuts (regular or raised) and discover a joyous new flavor... serve 'em and watch your folks sparkle with happy surprise. Hurry and get some Apple 'n' Spice Donuts at your favorite bake shop—at your grocer's bakery goods counter—or from the baker who calls at your door.

WATCH for other new, unusual bakery creations bearing this blue "Award Winner" emblem.



And Don't Forget...

Fiesta FRUIT-FAN

...the Coffee Cake sensation
that's sweeping the nation
...another prize-winner
bakers are featuring

LET THE BAKER  DO YOUR BAKING!



BAKERS MAKE 'EM!

On behalf of Your Baker by Pillsbury Mills, Inc.

A Historic Church Burns



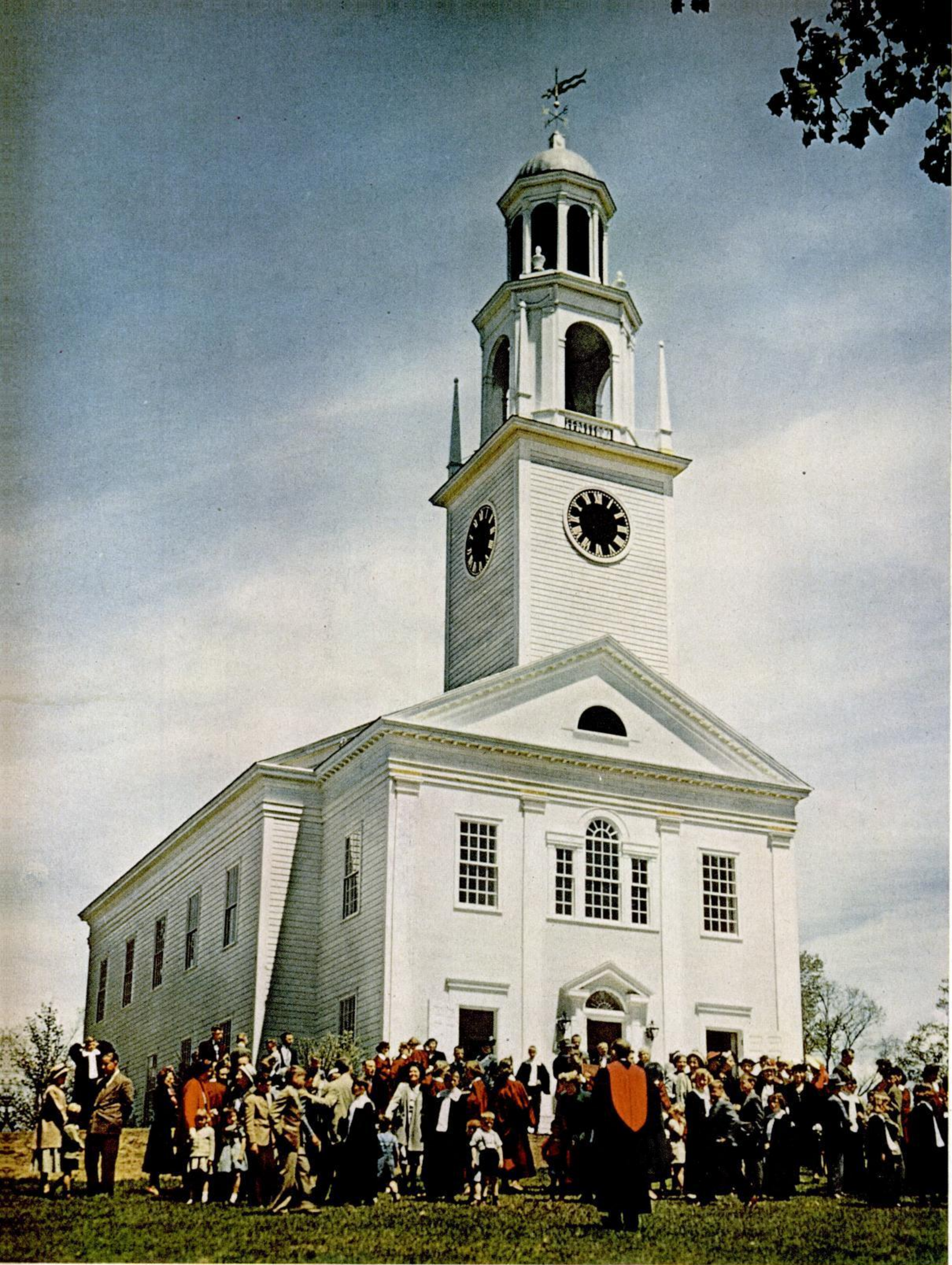
For 137 years the First Unitarian Church of Northborough, Mass. had stood as a historic example of colonial architecture. In its belfry was the faithful town clock and a bell, made by Paul Revere's foundry, which had been rung at the death of every President after Washington.

At 2:30 on the Saturday morning of Dec. 22, 1945, a motorist driving along the Old Post Road saw orange flames leaping from the church's windows. He stopped his car and called the local fire department. When the firemen arrived they found that the flames, which had

apparently spread from an oil stove in the women's parlor, were out of control. Dana Martin, an amateur photographer who lived across the street, rushed over to take this picture just as the fire reached the belfry. By dawn, despite the help of firemen from three neighboring towns, the church was a pile of ashes. The next day the congregation had their Christmas service in Northborough's Grange Hall and decided to start rebuilding, using as a model the church they had just lost. To see the new church, which was finished this year, turn the page.

CONTINUED ON NEXT PAGE

Copyrighted material



THE NEW CHURCH towers above its congregation standing on the lawn after service. Built on the same spot as the old one, it is slightly smaller but otherwise

an almost exact replica. Faces for the new clock have been installed on three sides of the bell tower, but the church still needs \$1,000 to buy the hands and works.

EVERYONE HELPED BUILD CHURCH

Even as the ashes of the old church were still smoldering, contributions for a new one began coming in and the parishioners were planning ways of raising more. In four years they sponsored fund-raising thrift sales, concerts, plays, auctions, dances, a circus, an ice carnival and more than 50 church suppers. Services were held in the local grange hall. In 1947 the parish bought a surplus Army chapel, moved it 75 miles to Northborough and erected it as a temporary meeting place. In June 1948 it was dedicated, and on the same day the cornerstone for the new church was laid. Two master carpenters were the only full-time paid labor used on the new building; almost all the rest was done by volunteers. A new bell was purchased to replace the old one (above). Seventy-five thousand dollars was raised, another \$25,000 is still needed. When he was not painting or hammering nails, the church's pastor, the Rev. Andrew G. Rosenberger, kept a snapshot record of what went on. Some of his pictures are shown here.



OLD BELL CRACKED IN FIRE



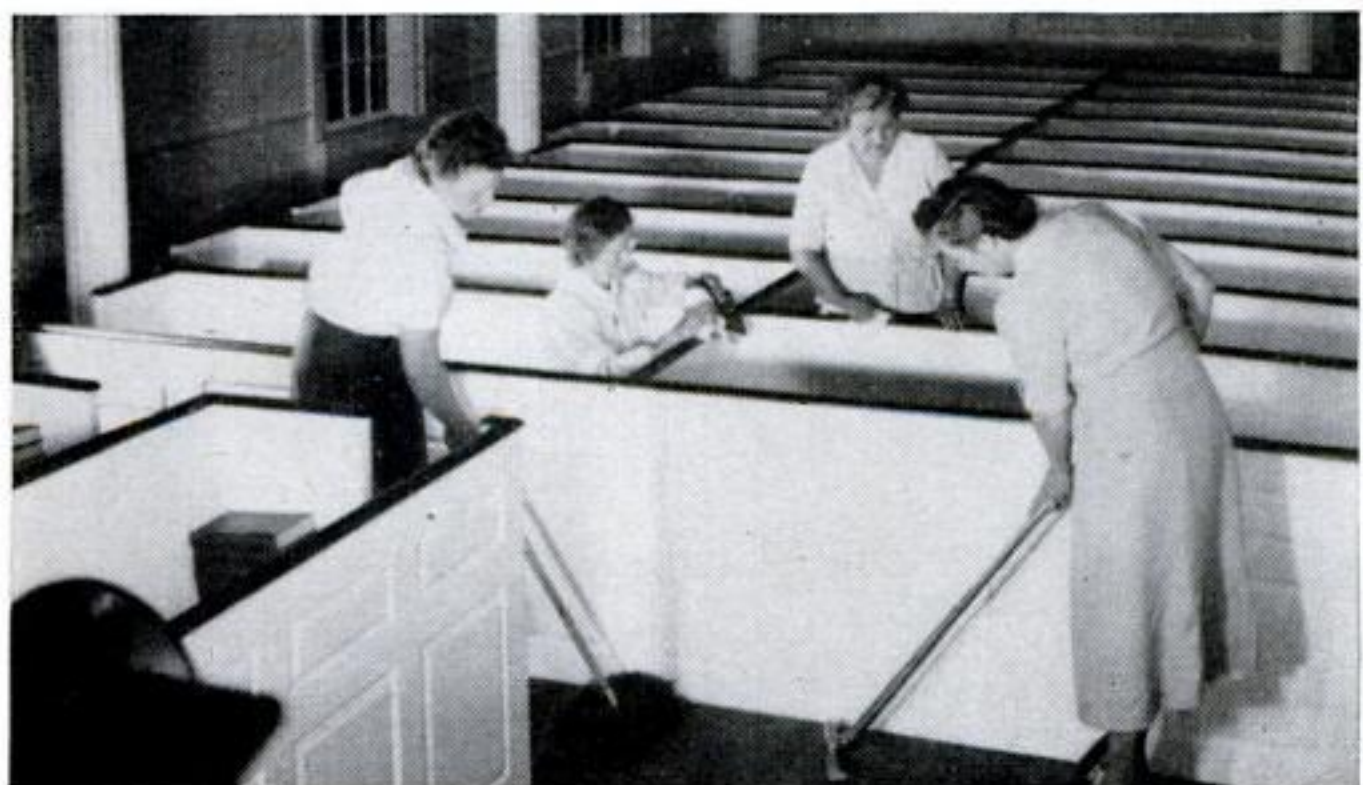
CHORUS LINE of small tap dancers came from West Boylston, Mass. to help out in fund-raising "pops" concert held in 1946 in Northborough town hall.



SCRAP DRIVES, 10 of which were held, raised money for building fund.



CORNERSTONE is laid by minister. Chapel in back is now parish house.



LAST-MINUTE SCRUBBING is done by some of the 75 people who worked beyond midnight before dedication, polishing and painting the new church.

For the girl who gets the Compliments



More wonderful than words, by far, is the gift that shows how loved you are... your diamond engagement ring.

For this important lifetime choice, choose a Keepsake—the ring of *guaranteed high quality* in color, cut and clarity. True value is assured by the Keepsake Certificate signed by your jeweler and Keepsake.

Ask your trusted Keepsake Jeweler to show you Keepsake—the only ring chosen to receive the coveted Fashion Academy Award. To avoid the disappointment of an unwise choice, look for the name, Keepsake, in the ring and the words "guaranteed registered perfect gem" on the tag.

For the name of your nearest Keepsake Jeweler, call Western Union by number and ask for Operator 25.



FASHION ACADEMY AWARD to Keepsake for exquisite design and brilliant fashion styling.



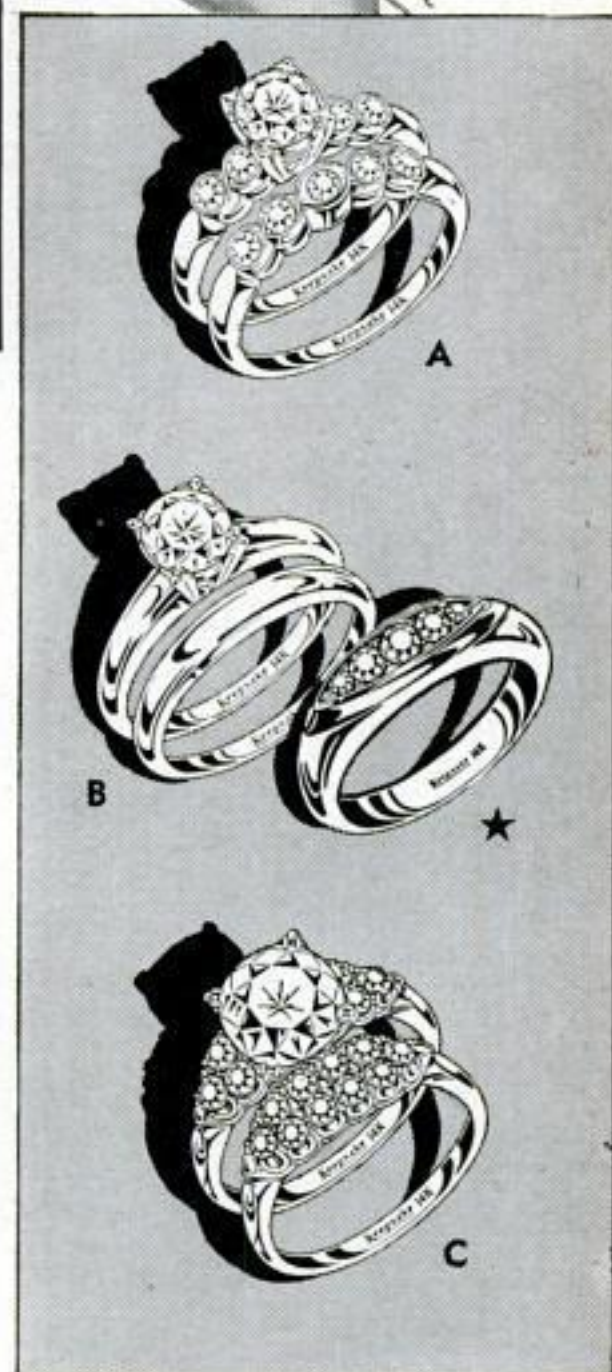
Keepsake Diamond Rings, A. H. Pond Co., Inc.
120 East Washington, Syracuse 2, New York
FREE . . . Useful 20-page book, "The Etiquette of the Engagement and Wedding", and the name of my Keepsake Jeweler.—Also gift offer of beautiful new 48-page "Bride's Keepsake Book."

Name.....

Street and No.....

City..... L 10-50

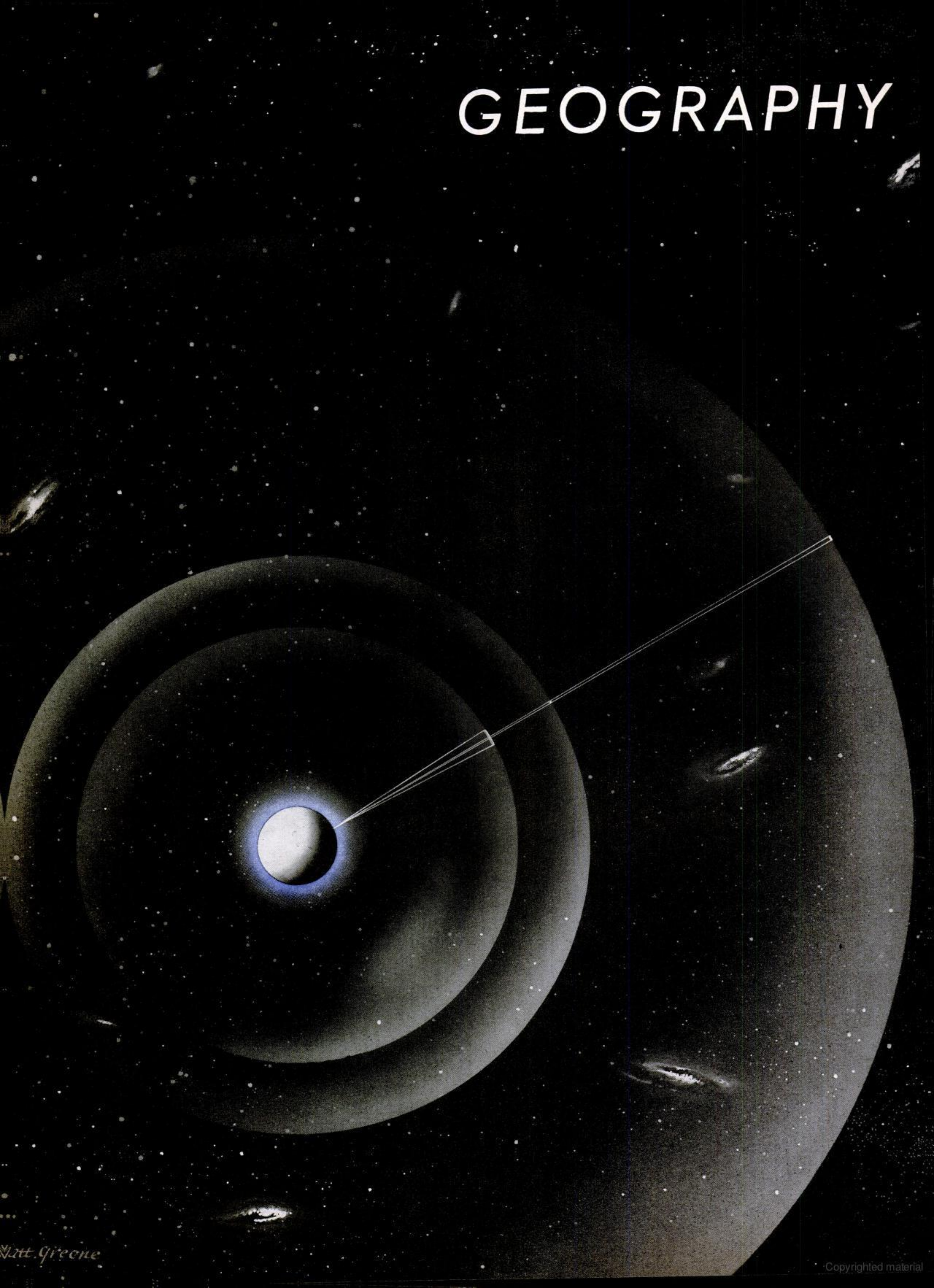
AMSTERDAM • ANTWERP • HOME OFFICE—SYRACUSE, N. Y.



- | | |
|--|--------|
| A ROANOKE Ring | 150.00 |
| Wedding Ring | 75.00 |
| B CAMERON Ring | 200.00 |
| Also \$150 and 250 | |
| Wedding Ring | 12.50 |
| ★ Man's Diamond Ring | 100.00 |
| Available at \$75 to 250 to match all engagement rings | |
| C EMPRESS Ring | 675.00 |
| Wedding Ring | 175.00 |

All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.

GEOGRAPHY



OF THE UNIVERSE



ANDROMEDA GALAXY, SPIRAL CLOUD OF STARS, LOOKS AS OUR OWN SYSTEM WOULD SEEN FROM VAST DISTANCE

TELESCOPES REACH DEEP INTO SPACE, REVEAL NEW SECRETS OF THE COSMOS

On a lonely mountain top in Southern California a team of astronomers is now engaged in the greatest scientific adventure of all time. Their object is to explore trillions of miles into the black depths of the heavens and to plot the vast geography of the universe. Their main tool is the new 200-inch Hale telescope, capable of reaching one billion light years into space (drawing, *left*). Their discoveries will verify or disprove man's previous notions about the structure of the universe and many of his philosophical concepts. For these men may probe to the very boundaries of space itself and prove that the universe is finite rather than infinite.

Over the centuries astronomers have drawn an accurate picture of the earth and of the mechanics of the solar system. But they have at present almost no certain knowledge of the size, form and behavior of the total cosmos in which the earth is an insignificant speck. The famous British cosmologist, Sir James Jeans, put the problems of studying the universe this way: "So far every increase in telescopic power has carried us deeper and deeper into space. . . . We may well ask whether this is . . . destined

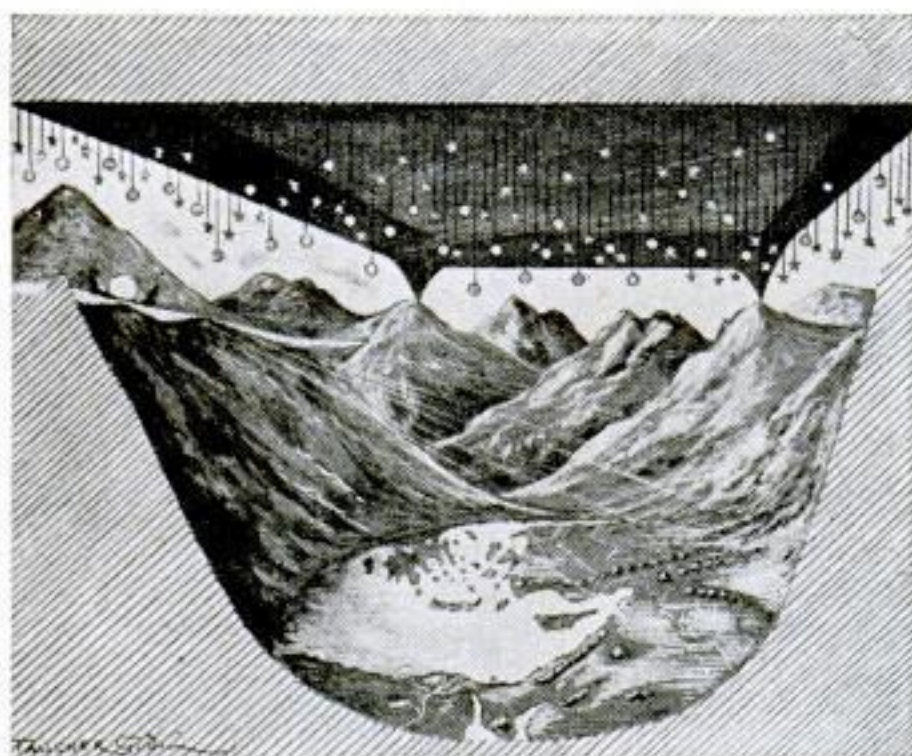
to go on forever. . . . Are there any limits at all to the extent of space?"

To generations of astronomers the question has seemed unanswerable. But the scientists now working on California's Palomar Mountain, led by Astronomer Edwin P. Hubble, believe that they may be able to solve this greatest of riddles. For now, after 20 years of preparation, the long-range Hale telescope is ready for serious work. Another magnificent instrument, the wide-angle, 48-inch Schmidt, is in use as a running mate to the gigantic machine, engaged in mapping the heavens. Photographs made with the Schmidt, like that of the Andromeda galaxy above, reveal with new clarity details of the huge continents of stars which float like islands in the ocean of space.

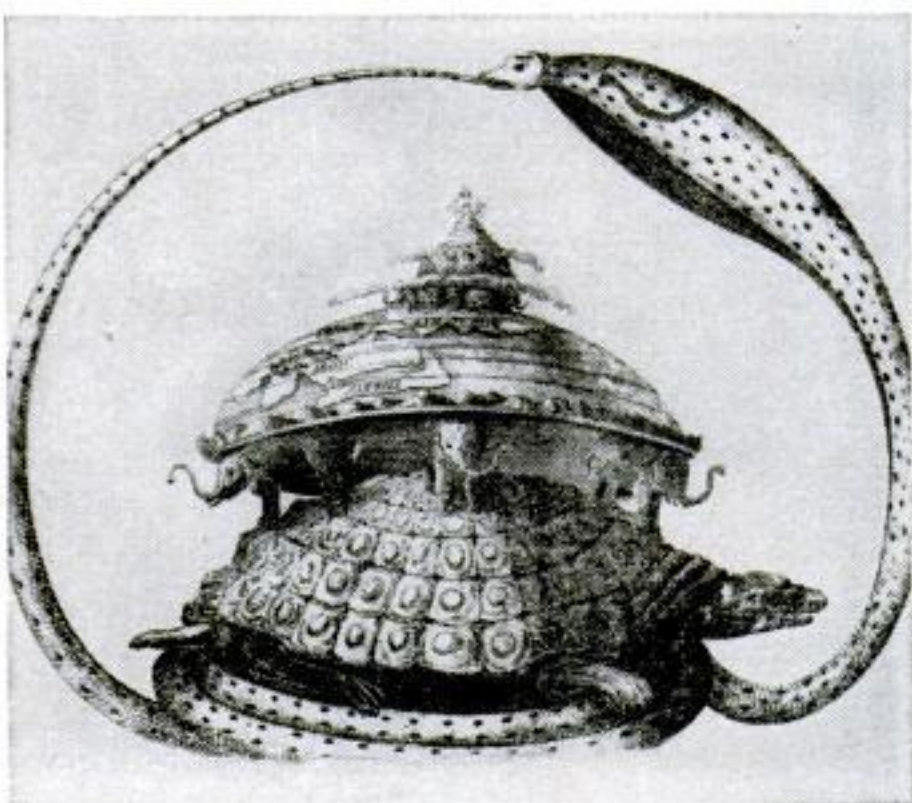
The continuing study at Palomar has already produced many remarkable astronomical photographs (*pp. 100, 101*). Some of the most recent have provided the first reliable measurement into the new reaches of space (*p. 99*). This and other measurements to be made by the 200-inch telescope may eventually enable scientists to determine the dimensions of the universe.

← **NEW HORIZONS** reached by telescopes are shown in this comparison of range of 200-inch (outer circle), 100-inch (middle circle) and 48-inch (inner circle).

CONTINUED ON NEXT PAGE 95



EGYPTIAN UNIVERSE was bowl-shaped, surrounded by mountains, with Egypt in center. Stars hung on cables, sun (*upper left*) was carried by boat.



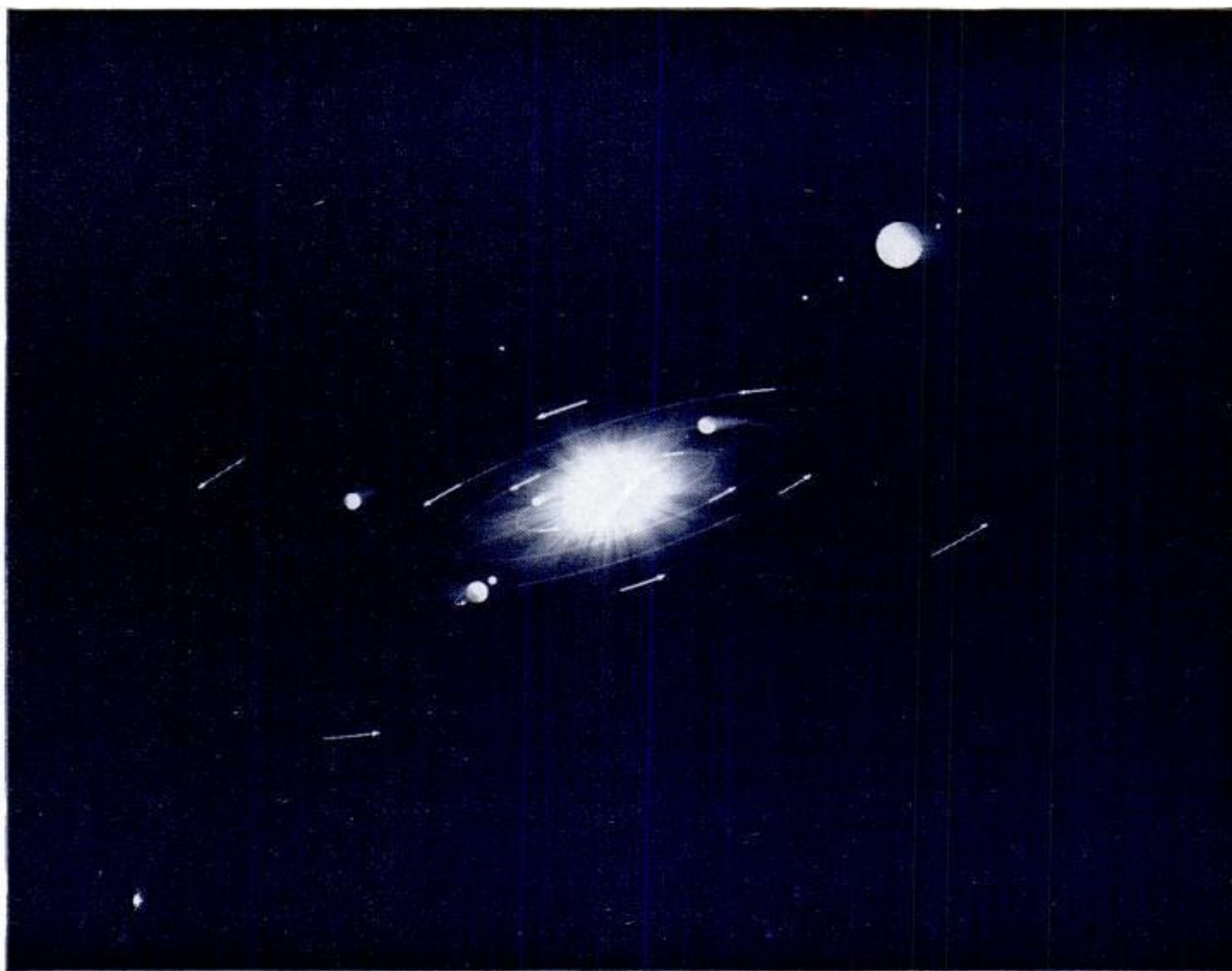
INDIAN UNIVERSE had a pyramidal heaven standing on a curved earth which rested on elephants which stood on a turtle which stood on a serpent.



PERSIAN UNIVERSE showed the earth as a disk-shaped island set in an endless ocean filled with sea monsters. The sky was believed to be a solid dome.



MEDIEVAL UNIVERSE consisted of a star-studded dome above flat earth. Beyond lay mysterious cosmos. Scholars, however, knew earth was round.



THE SOLAR SYSTEM contains the sun and the planets (five shown in this drawing) that circle it in an almost flat plane. Like other planets, the earth

(*upper right*) has several motions: it rotates on its axis, it circles the sun and, with the rest of the solar system, revolves around center of our galaxy (*right*).



THE LOCAL GROUP of galaxies is a cluster of 15 known stellar systems of which our galaxy is one of the largest. The group presumably moves through

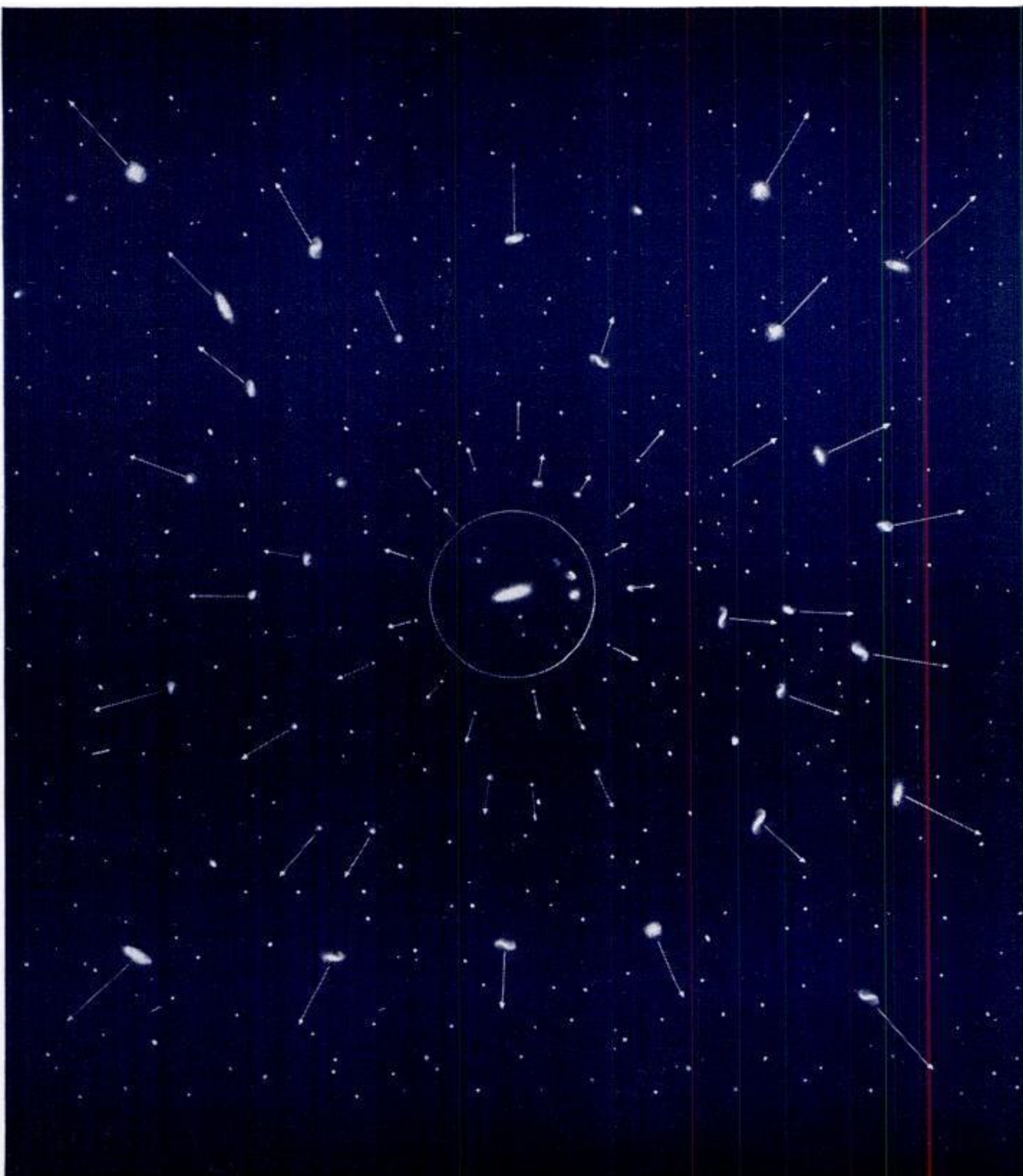
space as a unit. The galaxies it contains, which vary in size, move continually back and forth but always within a radius of 750,000 light years of the earth.

HOW CONCEPT OF COSMOS HAS CHANGED



THE GALAXY in which our sun is only one of a billion stars is almost 200,000 light years wide and 20,000 thick. The solar system, indicated by small

circle (right) but far too small to be seen, lies near the outer edge. It makes a complete circuit around the center of the galaxy every 200 million years.



THE UNIVERSE, made up of uncounted billions of single and clustered galaxies, now seems to astronomers to be expanding rapidly in every direction.

In this schematic drawing, which represents a small part of the observable universe, stellar systems are shown rushing away from the local group (in circle).

Since the birth of humanity thousands of years ago, man has watched the night skies and wondered about the nature of their world. Yet only within the past half century has he begun to understand the immense pattern of the universe. The ancients accepted without question the evidence of their senses. To them the world was flat, the sky a solid canopy set with fixed stars. The sun and moon were gods who patrolled the sky.

As the great Near Eastern civilizations grew in the fourth and third millennium B.C., philosophers invented variations on this theme—most of them more poetic than precise (*opposite page*). But they also compiled accurate data on the motions of the planets. Centuries later the Greeks used this information to support new ideas which came surprisingly close to the truth. In the Sixth Century B.C., Pythagoras postulated that the earth was a sphere. Two hundred years later Heraclides claimed that the planet rotated on its own axis. Aristarchus went further to state that the earth revolved around the sun.

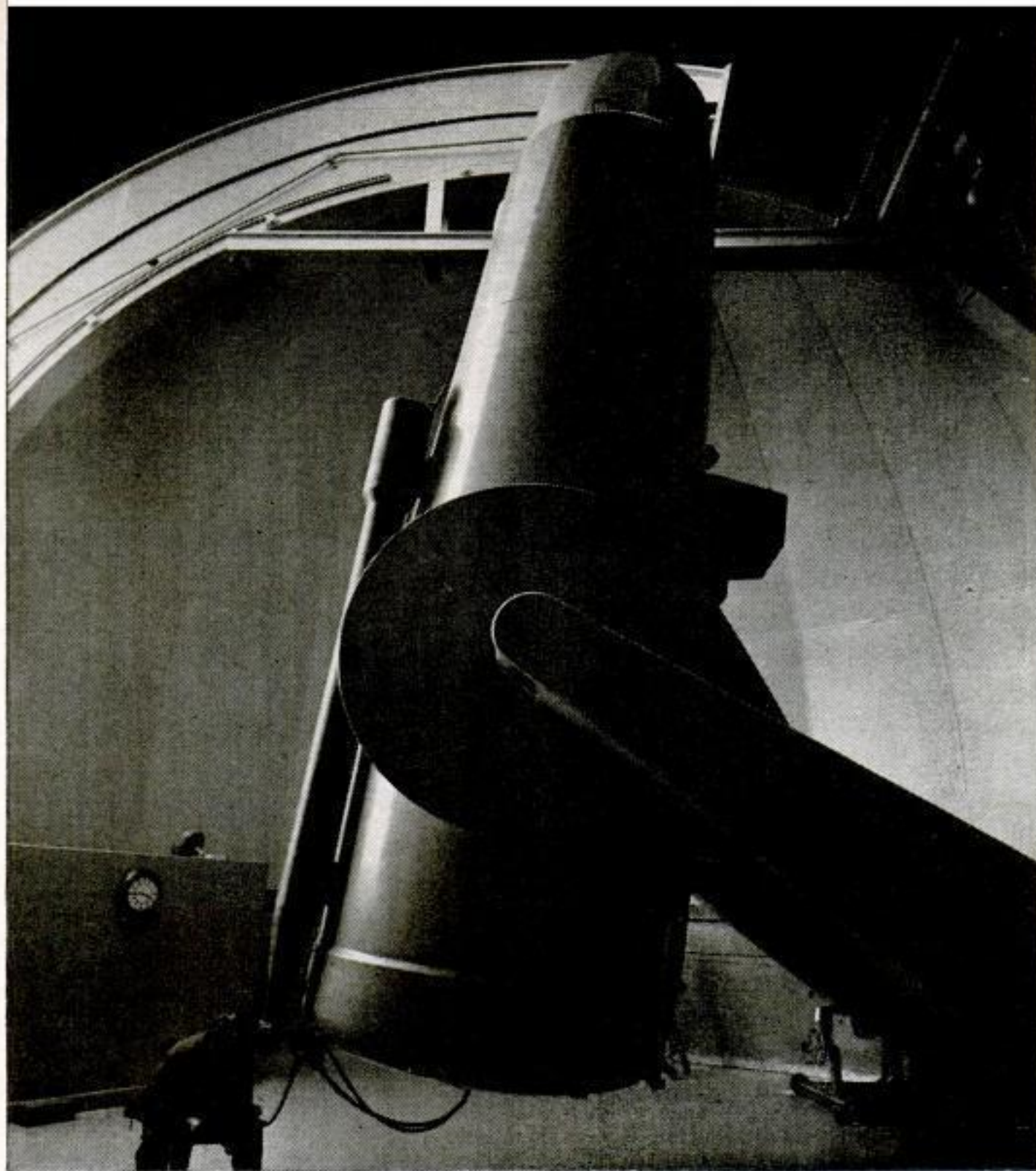
But such notions were too radical for the times. Enraged philosophers vilified the astronomers, and Aristarchus was nearly indicted on charges of impiety "for putting the Hearth of the Universe—that is, the Earth—into motion." In place of these heretical truths the civilized world accepted the false orthodoxy of the Egyptian Ptolemy whose theory, conceived in 140 A.D., held that the earth was the motionless hub of a revolving universe. So flattering to man was this concept that it prevailed until 1543 when the Polish scholar Copernicus published his book, *On the Revolution of the Celestial Spheres*.

Copernicus was not interested in the stars, which he accepted as being fixed in the sky. He studied the solar system and found that planets circle around the sun. His findings went almost unnoticed, but 70 years later Galileo built a telescope and proved Copernicus right—a feat which moved the Inquisition to imprison him.

During the centuries that followed, astronomers worked out laws governing the solar system. They counted thousands of new stars but found no pattern in their distribution. At the beginning of this century they still knew almost nothing of the universe beyond the solar system.

Then in 1924 Edwin Hubble, using the new 100-inch telescope, discovered that the faint patch of stars known as the Andromeda Nebula (p. 95) was actually thousands of times farther away than any single star he could see. He saw that it was a disk-shaped stellar system, or galaxy, isolated in space. Turning back to nearby stars, astronomers compared them with stars in Andromeda and found they were alike in type and arrangement. They concluded that nearby stars were also organized into a spiral-shaped galaxy in which our sun lay near the outer edge. Since then thousands of galaxies have been discovered, each an island universe in itself. The earth now emerges as a cosmic pebble circling a minor star in one of millions of galaxies rushing away from each other into unknown space.

48-INCHER SCOUTS



48-INCH SCHMIDT, completed two years ago, is an extremely wide-angle telescope (6°) which can photograph very large sections of sky with perfect clarity.

Twenty-six years ago, when the 100-inch telescope on Mt. Wilson first showed astronomers the immensity of the universe, it also showed them that they would need a far more powerful instrument to explore the new-found depths of space. The 100-inch had proved that the universe was made up of millions of galaxies. It had also shown that all these galaxies were flying away from each other at incredible speeds. But the 100-inch telescope was unable to answer the questions raised by its own discoveries. For just as the earth's curvature is observable only when a large segment of the planet is seen, so the characteristics of the universe can be perceived only when a large segment of space is studied. The 100-inch instrument with its range of half a billion light years (one light year is the distance that light, moving at 186,000 miles per second, would travel in one year) was insufficient. If astronomers wanted to know more about the cosmos, they would have to build a telescope of unheard-of proportions.

The 200-inch Hale telescope, the "Big Eye," was built in answer to this challenge. Designed primarily for the study of distant galaxies, it has twice the range of the Mt. Wilson telescope. Its angle is no wider, but because it reaches out farther its field encompasses a volume eight times larger. Working alongside the 200-inch is a perfect complementary instrument, the 48-inch Schmidt telescope. The Schmidt sees wide while the Hale sees deep; it will be used to locate interesting objects which will then be pinpointed and studied in detail by the big machine (pictures at bottom of these pages). By 1954 the Schmidt will have mapped the sky on 935 sets of 14x14-inch



PHOTOGRAPH BY 48-INCHER shows the spiral galaxy known as Messier 81 (center) plus thousands of stars and more distant galaxies. The stars are part

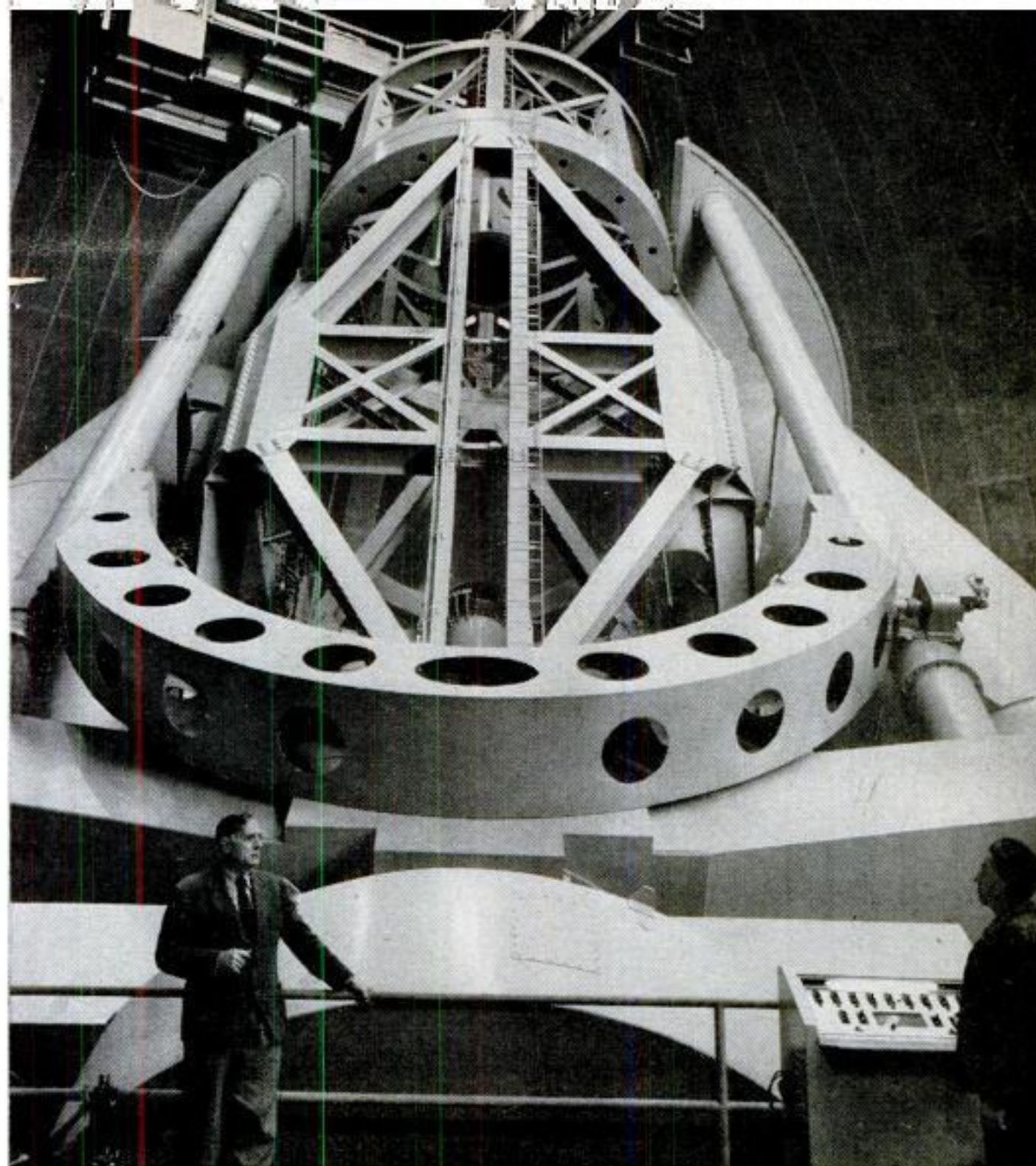
of our own galaxy. They are always present in such pictures because the telescope is located on the inside of our galaxy and is looking out through the stars.

SKY FOR 200-INCHER

photographic plates. These will be stored in an earthquake-proof vault at Cal Tech, which, with the Mount Wilson Observatory, is carrying on the research at Palomar. This astronomical bible will keep both the 100- and 200-inch instruments busy filling in details for 100 years.

Two weeks ago the Big Eye made its first important discovery—one that no other telescope could have made. In photographs of the galaxy Messier 81 (Messier was the astronomer who found and numbered many galaxies) the Palomar astronomers found several exploding stars (*below*). Comparing the brightness of these stars to that of similar stars in our own galaxy, they were able to measure accurately the distance (three million light years) to that faraway stellar system. This was the first reliable measurement ever made beyond our local group (*p. 96*). Such measurements will help to determine the distribution of galaxies in space.

Future studies at Palomar will consider the physical make-up of galaxies. Most galaxies have regular forms—globes, ellipses, open spirals. To many astronomers these shapes, some of which are shown on the next two pages, suggest an evolutionary sequence. One present theory holds that the globes are young galaxies made of dust and gas. As they rotate the dust and gas congeal into stars and the galaxies flatten out, becoming spirals as they throw off matter by centrifugal force. In the spirals astronomers have found every type of star which exists in our own galaxy. By studying these stars they may be able to work out an evolutionary sequence for them, too, and thus explain how our sun began and how it may end.



200-INCH HALE has narrow angle (about half a degree) but can see galaxies a billion light years away. The "200-inch" refers to the diameter of its mirror.



PHOTOGRAPH BY 200-INCHER shows same galaxy as that on opposite page but on a much larger scale and with far better definition. Many more stars can be

counted, though nucleus, a dense cloud of stars, still looks like a solid mass. Two of the exploding stars used to measure galaxy's distance are indicated by circles.



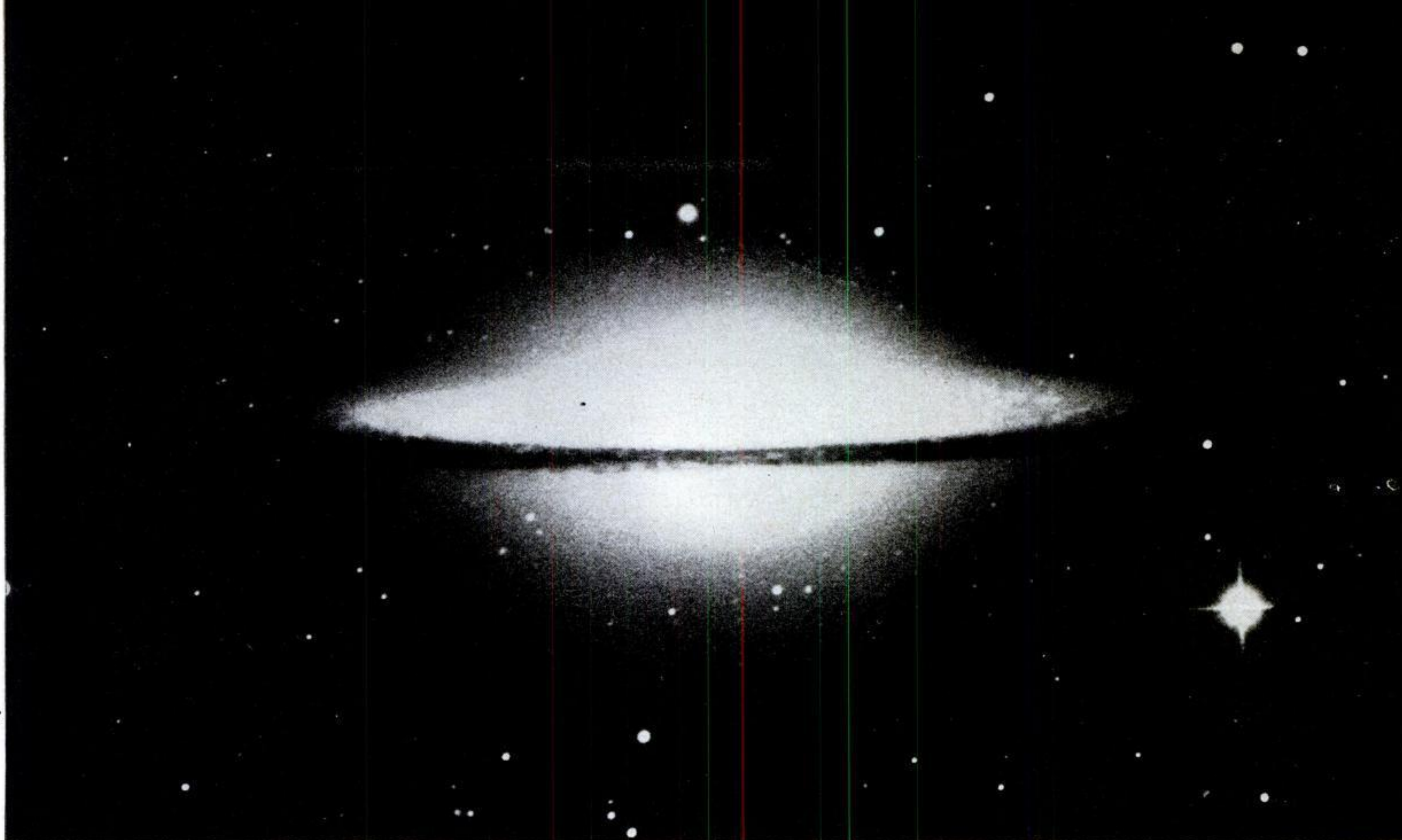
VARIETIES OF GALAXIES are shown in this photograph which was recently made, like the other pictures on these two pages, by the 200-inch telescope. The three large galaxies are approximately seven million light years away. At the right is a globular galaxy which is rotating slowly. Above it and to the left is a galaxy

of the spiral type which is rotating much faster and has, therefore, flattened out into a disk shape. It apparently contains dust since one of the arms of the spiral blots out the light from the bright nucleus. Farther left is another spiral galaxy which may have been distorted by the gravitational pull of its larger neighbor.



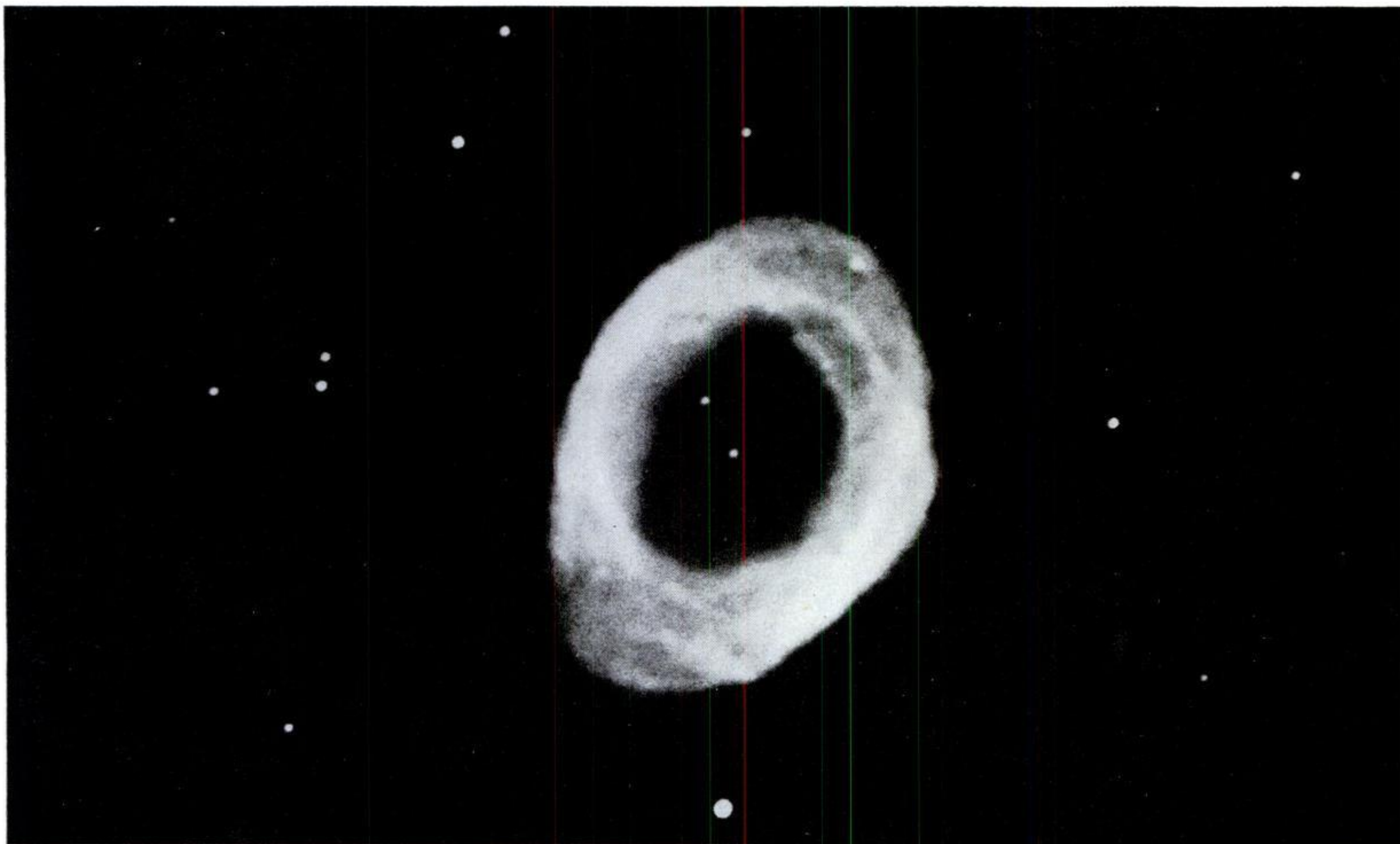
WHIRLPOOL NEBULA (Messier 51) is one of most beautiful galaxies known. Its two parts are about 3,500 light years distant from each other and roughly three million light years away from the solar system. The larger, whose curving arms can be seen with an ordinary telescope, is famous as the first astronomical

object in which a spiral structure was recognized—in 1845 by the Englishman Lord Rosse. Rosse correctly guessed that he was looking at a spiral cloud of stars lying outside of our galaxy but did not have a good enough telescope to prove his theory. The 200-inch photograph shows details of the galaxy never seen before.



SPIRAL GALAXY, Messier 104, is shown here almost edge-on. It is revolving comparatively rapidly, once every 25 million years. Now some million light years away from the earth, it is rushing away at 733 miles per second. The dark streaks across the nucleus are caused by dust clouds in the rim. Like Messier 104, our

own galaxy has a bulging nucleus composed of millions of stars which are mostly hidden from our view on earth by dense screens of opaque dust. One of the uses of the Schmidt telescope will be to find windows in these cosmic clouds through which the nucleus and perhaps even the opposite side of our galaxy can be studied.



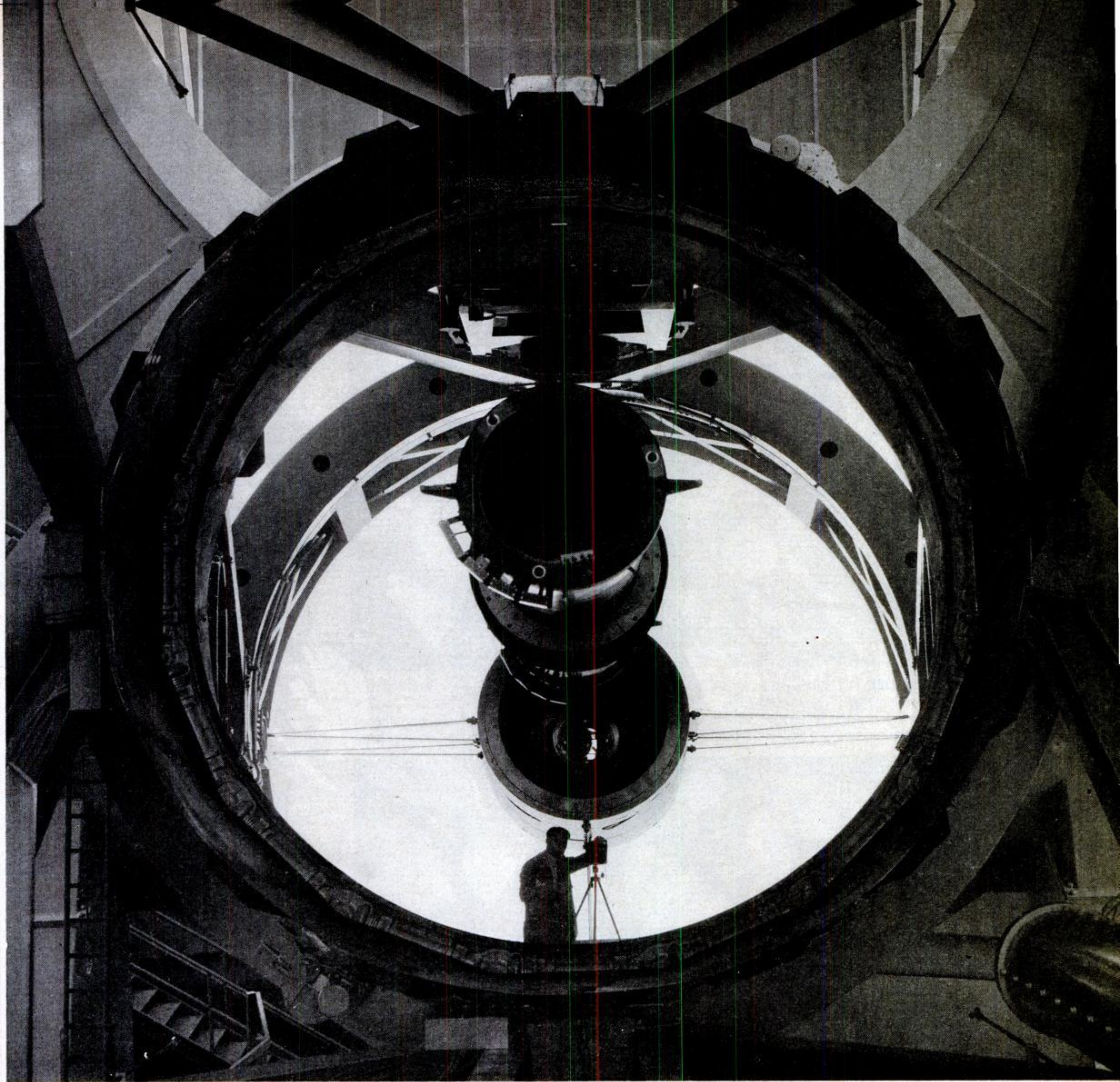
RING NEBULA is a gaseous formation located inside our own galaxy, rather than a stellar system isolated in space. This 200-inch picture shows for the first time its fainter details. Formations of this kind are called planetary nebulae because they resemble planets when seen through a small telescope. The ring was

probably formed by gases exploded outward from the star shown in its center. This is a blue star, and one of the hottest in our galaxy—ten times hotter than our sun. Most of the energy of the central star is emitted as invisible ultraviolet light, but the nebula absorbs some of this radiation and re-emits it as visible light.



CIRCLING STARS leave a streaked path on film during a six-hour exposure of the northern sky above Mt. Palomar Observatory dome. Heavy line nearest the

center of wheel of stars is North Star. This photograph, which was taken with a stationary camera, shows why the telescope must compensate for earth's rotation.



BRILLIANT SURFACE OF THE GREAT MIRROR, PHOTOGRAPHED FROM THE TOP OF TELESCOPE, REFLECTS METAL CAGE SUSPENDED IN TELESCOPE'S CENTER WHERE OBSERVER SITS



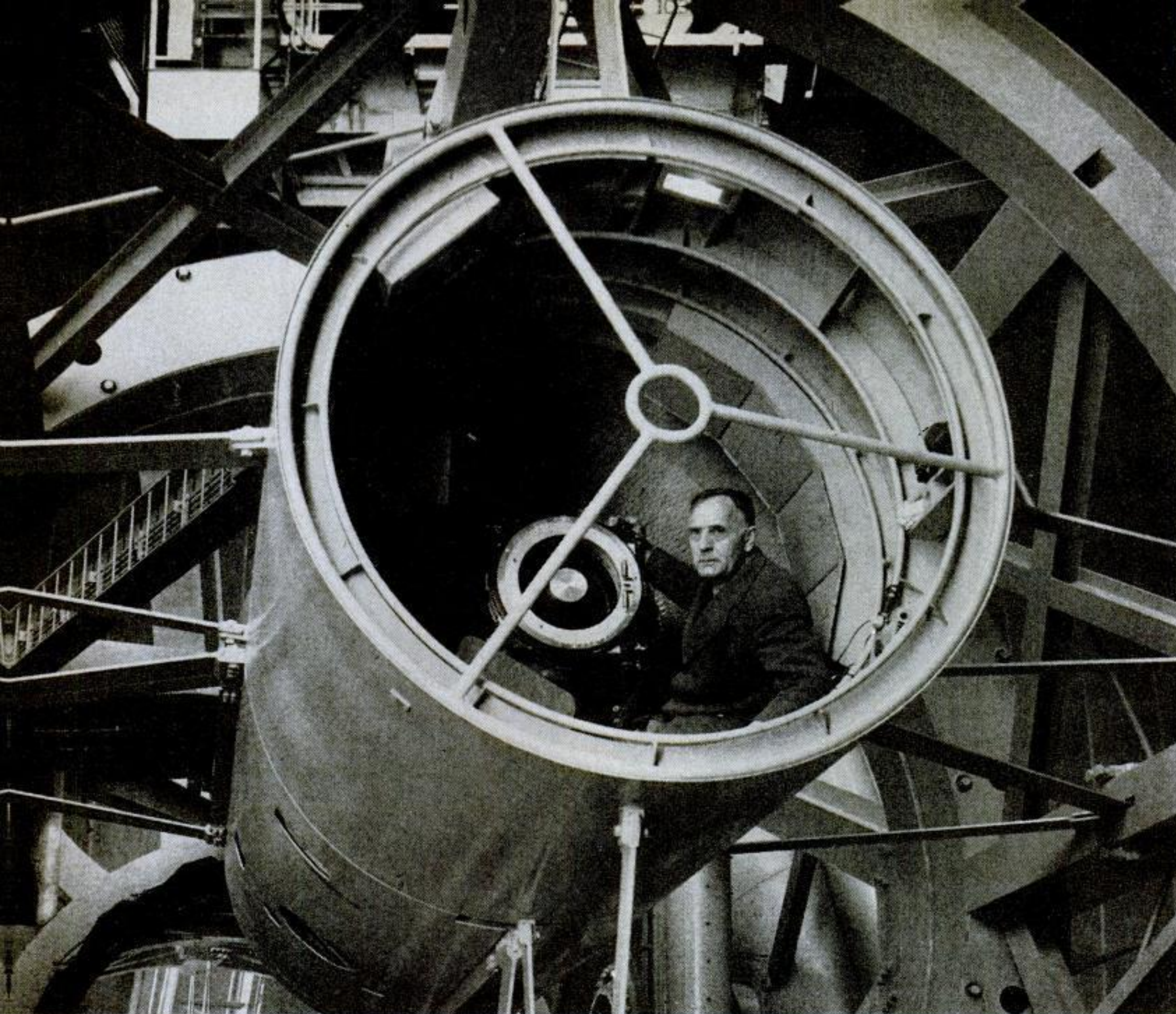
BIG EYE TURNS to compensate for turning of the earth. The yoke in which it is set is aligned exactly with the north-south axis of the earth.

BIG EYE TURNS WITH THE EARTH

For their stupendous task of studying the universe, the Palomar astronomers have at their disposal the most perfectly disciplined instrument ever built. The 200-inch telescope is not, like lesser telescopes, a series of lenses through which scientists peer at highly magnified stars. It is an enormous long-range camera. One of its functions is to pick out of space the faint light of distant galaxies and to focus it on sensitive photographic plates or into a spectrograph where it can be analyzed (*next page*). By exposing the film for long periods, astronomers can pick up traces of light that could never be detected by direct observation.

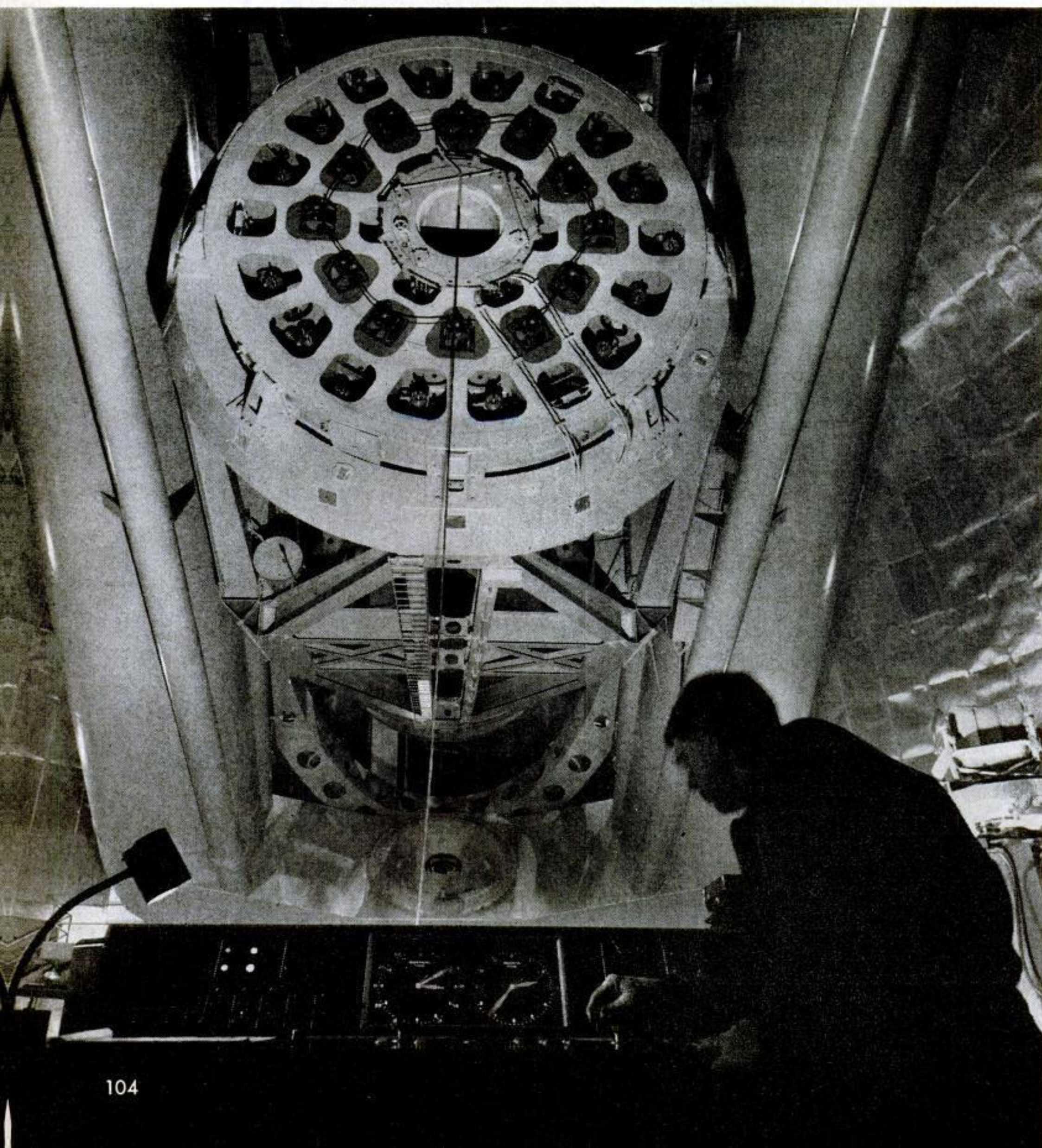
Photographing galaxies from a planet rotating at 860 mph is a difficult task. It is like sighting a rifle on a moving 25¢ piece three miles away. To counteract the rotation of the earth from west to east, the telescope

rotates from east to west (*left*). The 500-ton bulk of the mechanism is kept in time with the earth's turning by clockwork-controlled gears, which operate with greater precision than a Swiss watch. But because this driving machinery is slightly less than perfect, the astronomers must watch their target throughout each exposure. They do this by picking a star within our galaxy as a point of aim and sighting on this star through a cross-haired eyepiece. When the guide star drifts off the cross hairs the observer presses a button to bring it back on target. The end result of this painstaking procedure is a photographic plate speckled with dots and blobs of light which are the raw material for the astronomers' computations. "Up to now," says Hubble, "we have only been able to brush space with our finger tips. Now we shall be able to grasp it with our hands."



INSIDE 200-INCHER, Astronomer Hubble sits at the focal point, 55 feet from the mirror. When the telescope is in action Hubble phones orders down to an assistant who aims the machine from a control

panel on the floor behind the mirror. In the picture below, the honeycombed base of the telescope, in which the mirror rests, is shown above control panel. Dr. Hubble is out of sight at far end of instrument.



THE UNIVERSE CONTINUED

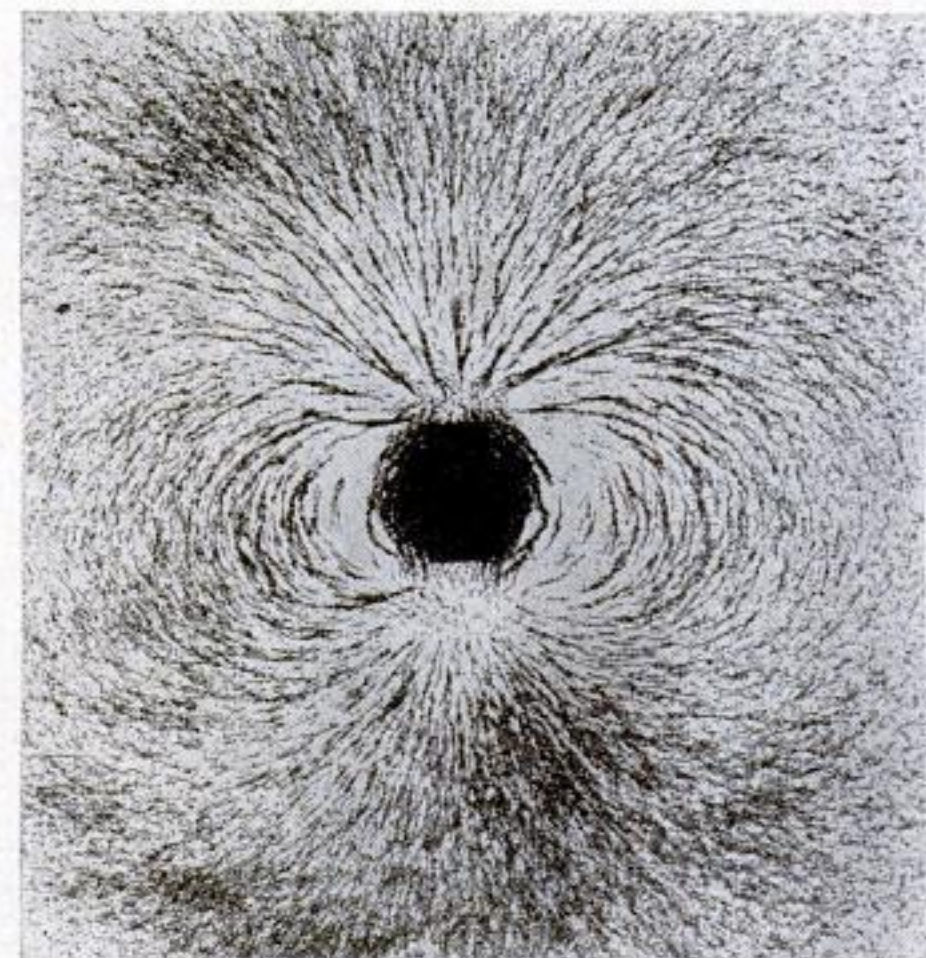


EXPOSED PLATE from 200-inch telescope is examined with magnifying glass. The specks on the emulsion are distant galaxies. Counting them, scientists can estimate distribution of matter in space.

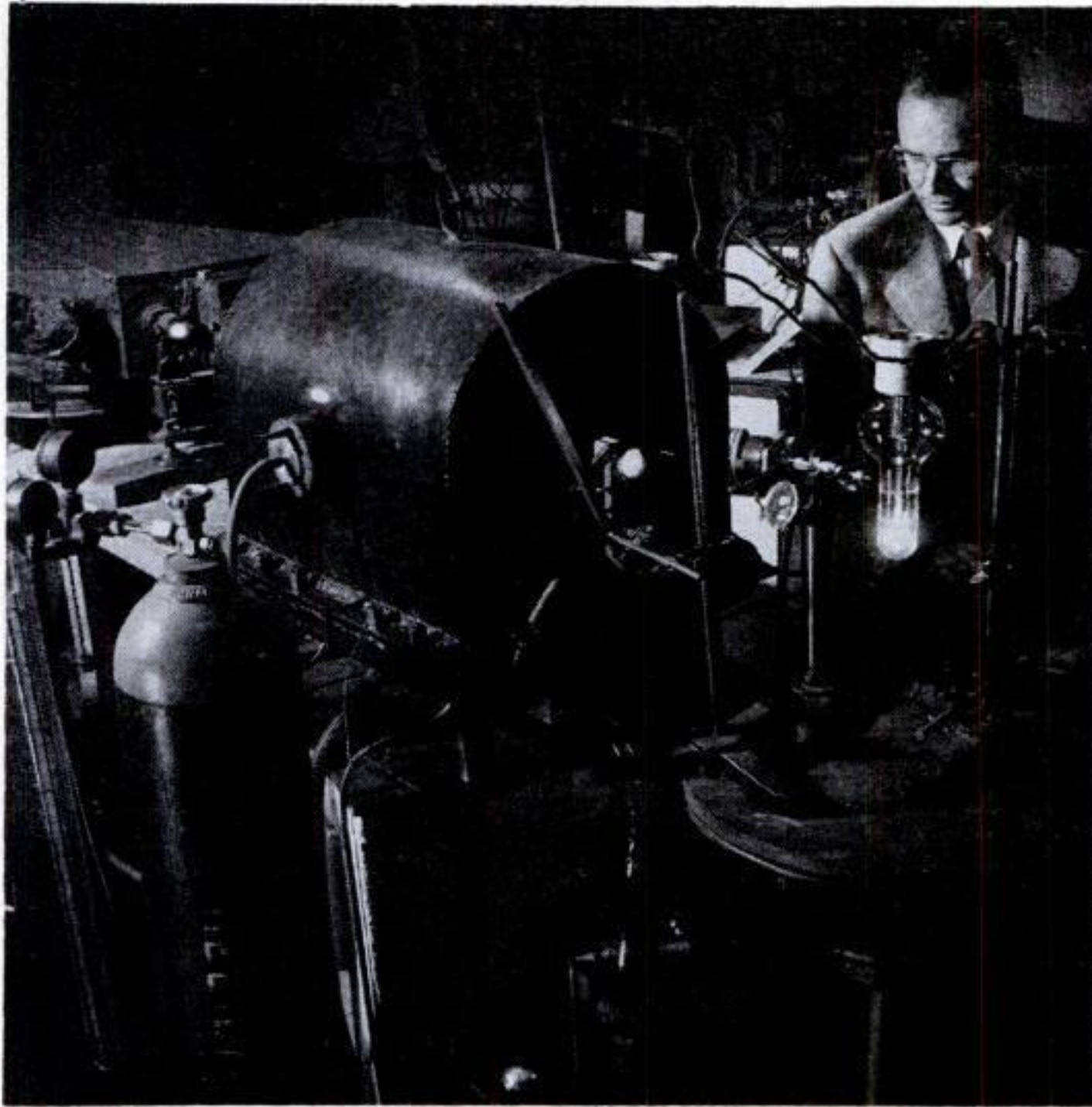
FAINT LIGHT OF

The faint light captured by the big mirror can be analyzed in the laboratory and made to reveal many facts about its source. But the sifting out of these facts is not easy. Data obtained in a single exposure may take weeks to interpret, for interpretation requires careful analysis of shreds of indirect evidence. Some of the methods by which clues are translated into theories are shown on these two pages.

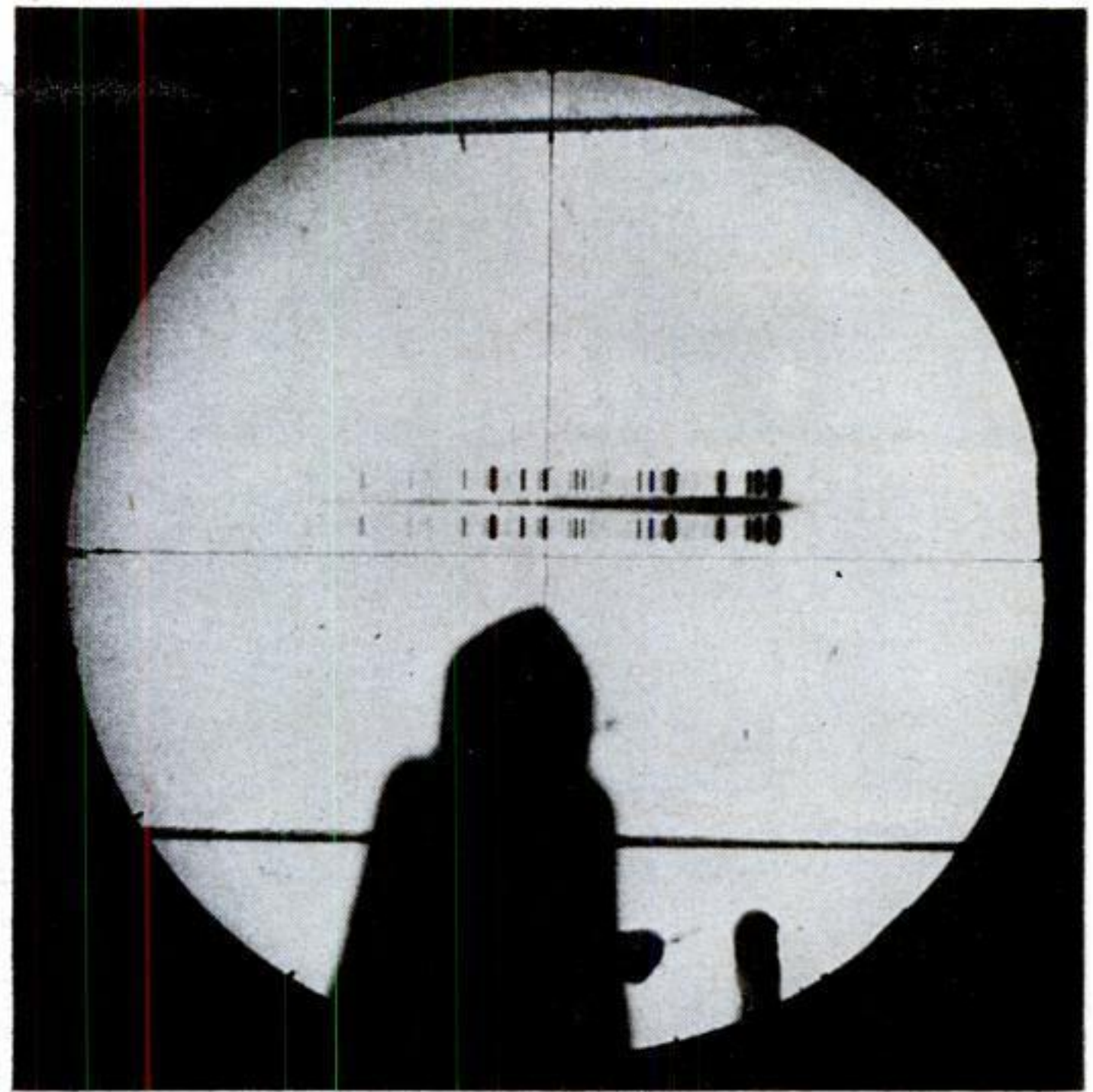
One of the astronomer's most useful tools for deciphering the information contained in light is the spectrograph, which breaks down white light into its components. Different sources of light give different spectra: a glowing solid gives a smoothly blended rainbow of colors; a glowing gas gives bright, disconnected lines. Different elements show up in star spectra as dark lines



MAGNETIC FIELD, made visible in this photograph by iron filings on paper over magnet, has curving lines of force which help to explain the kind of gravitational field that may exist for the entire universe.



MAKING SPECTRA in laboratory, scientists put samples of known substances in a tank-shaped furnace, vaporize them and then shine light from a filament lamp (right) through the furnace into a spectroscope. Comparison of spectra from a galaxy with these man-made spectra reveals facts about the make-up of the galaxy.



MEASURING SPECTRA by matching up the spectrum of a particular galaxy (streak across center) with various control spectrum (above and below) enables astronomers to deduce its temperature, pressure, chemistry and motion. In this particular comparison the speed of a galaxy's retreat from earth is being determined.

GALAXIES CONTAINS CLUES TO THE COSMOS

which occur at definite positions between the blue and red ends of the spectrum. By comparing spectra received from stars or galaxies with laboratory produced spectra, the scientists can tell what elements they contain. Because the 200-inch telescope gathers far more light than the 100-inch instrument, it produces longer, more readable spectra and makes possible the spectroanalysis of more distant galaxies.

When the astronomers study the structure of the universe they turn from spectrography to direct photography. In this field their biggest long-term job is to determine whether the universe is finite or infinite. Their study is incomplete, but the evidence so far favors the idea of a limited cosmos.

There are two methods whereby the full an-

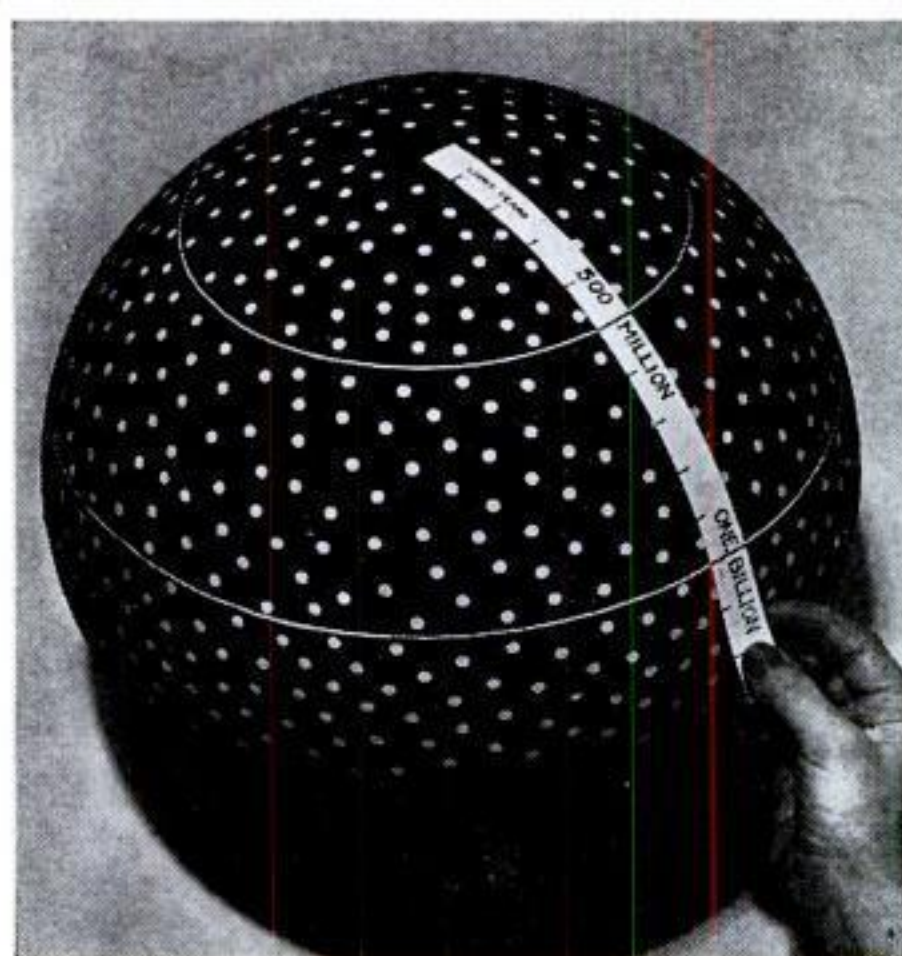
swer may be obtained. The first of these is to estimate from long-range, 200-inch photographs the proportion of matter to space in the universe. Einstein has shown that if this proportion exceeds a certain critical figure, then the universe as a whole has a collective gravitational force from which nothing within it can escape. Such a gravitational force would be like a magnetic field (below, left): invisible, intangible, but a physical reality with a definite structure. Since light has mass and so is affected by gravity, all light from any star or galaxy would follow the curvature of this field and theoretically return to its source instead of streaming away into infinity. The universe would thus be a closed, finite system.

The second way of attacking the problem is

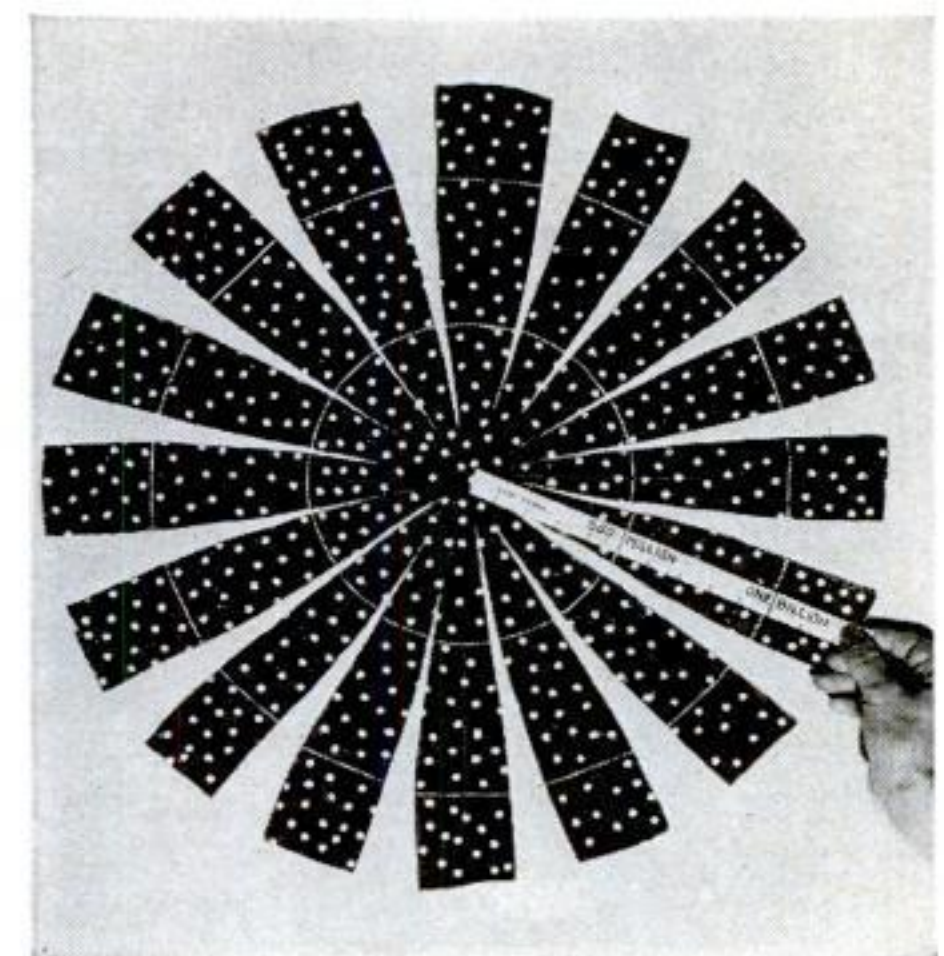
to count the number of galaxies within a given area of the sky with the 100-inch telescope, then the number found in the same area with the 200-incher. The latter, having twice the range of the former, should take in an eight times larger volume of space. It is now assumed that the distribution of galaxies in space is approximately uniform; therefore, if the universe were infinite and extended straight out in all directions, the 200-incher should pick up eight times as many galaxies as the 100-incher. But if the universe is finite, if light travels in a curve rather than in straight lines, somewhat less than eight times as many galaxies will appear on the 200-inch photographs. An explanation in two-dimensional terms of this neat bit of geometrical reasoning is given in the three photographs below.



ON FLAT SURFACE, limit of 200-inch (outer circle) takes in four times as many dots (galaxies) as 100-inch (inner circle). (In three-dimensional reality 200-incher takes in eight times more space.)



ON CURVED SURFACE circles are again drawn to represent ranges of the two telescopes, i.e., outer has twice radius of inner. But in this case the outer circle contains less than four times as many dots.



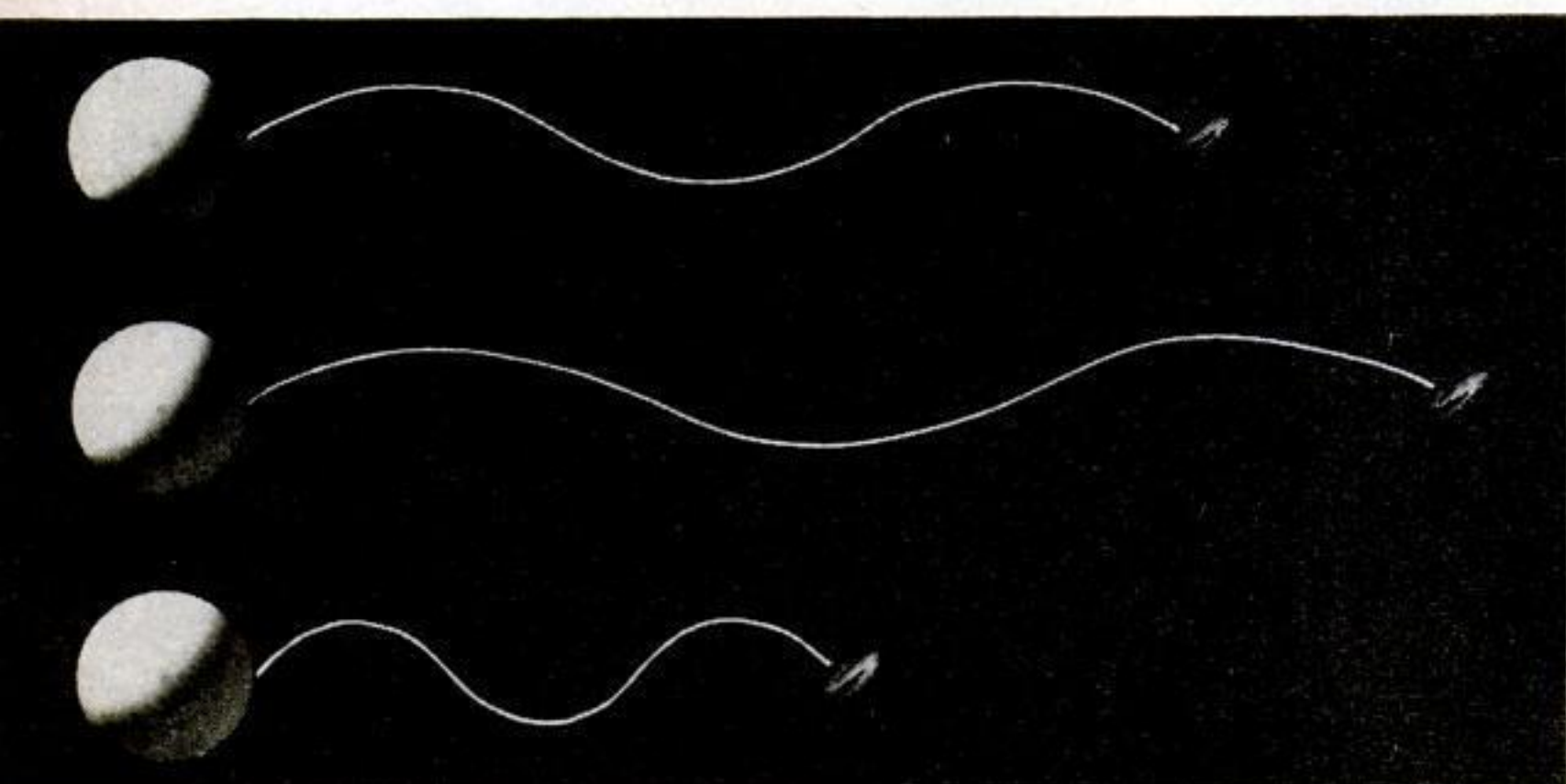
FLATTENED CURVE shows why the identical radius encompasses a smaller area on a curved surface than on a flat surface: the circumference is shorter when drawn on sphere than when drawn on flat plane.

VELOCITY

DISTANCE

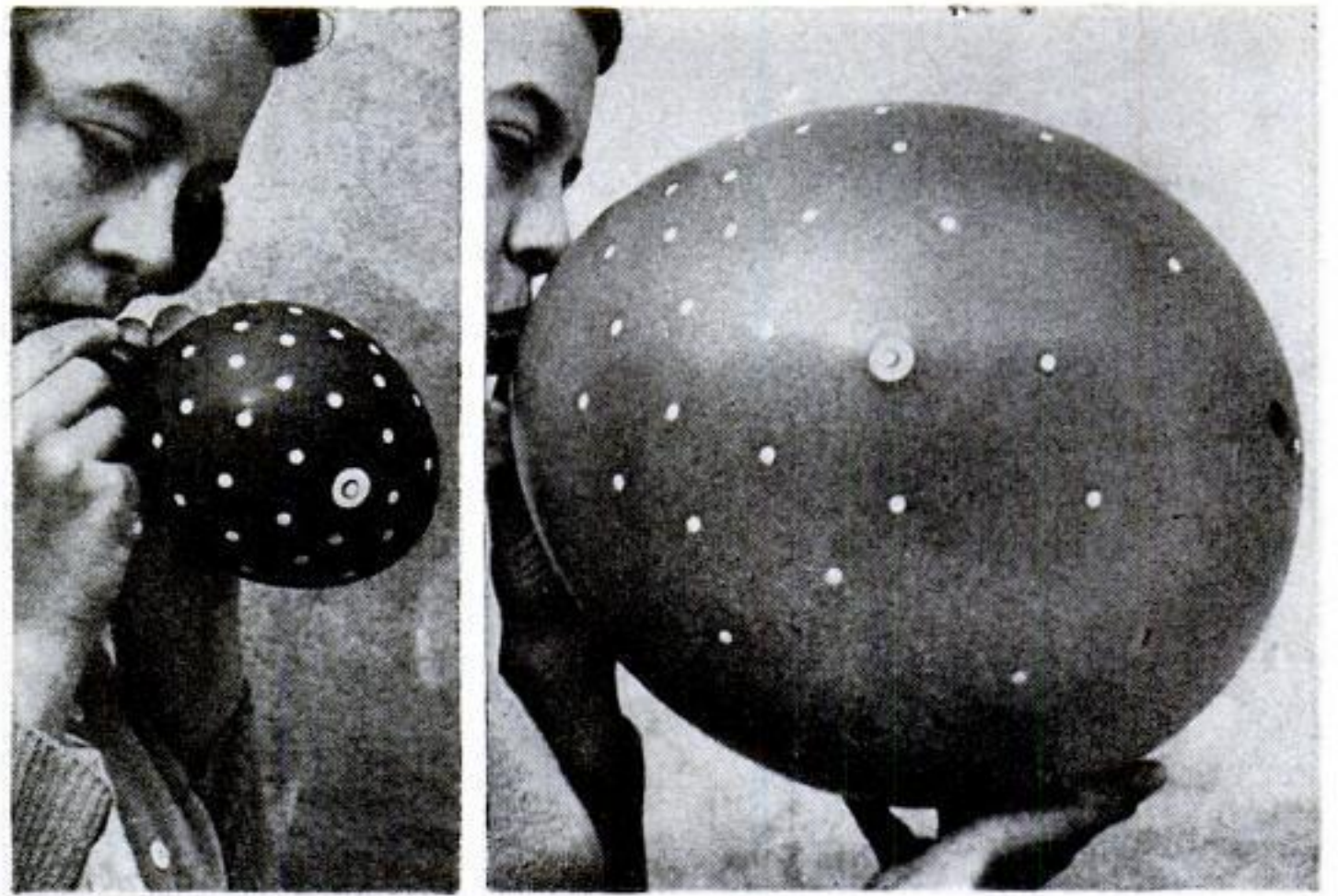


THE "RED SHIFT" is illustrated by the comparison of the six spectra above which are made by galaxies at different distances from earth. At right are photographs of the galaxies with distance indicated. At left are their spectra (the long smudges of light) shown in relation to a fixed control spectrum. In each galactic spectrum there are two gaps caused by calcium (arrows). As this chart shows and text at right explains, these gaps move farther toward the right, or red end of the spectrum, as distance to galaxy and presumably its speed of retreat increases.



WAVELENGTH CHANGES with motion of galaxy. A given wavelength (top) is lengthened as the galaxy retreats (center), shortened as it approaches (bottom).

THE UNIVERSE CONTINUED



EXPANDING BALLOON illustrates in two dimensions theory of expanding universe: the galaxies (dots) do not expand, but each is moving away from every other.

IS THE UNIVERSE FLYING APART?

In addition to their brain-staggering task of determining whether the universe is limited or endless, the astronomers are now trying to verify a fantastic and much disputed theory about the behavior of the cosmos: that the whole universe is literally exploding; that each galaxy, except those held together by gravity in local groups, is flying away from every other galaxy at enormous speed.

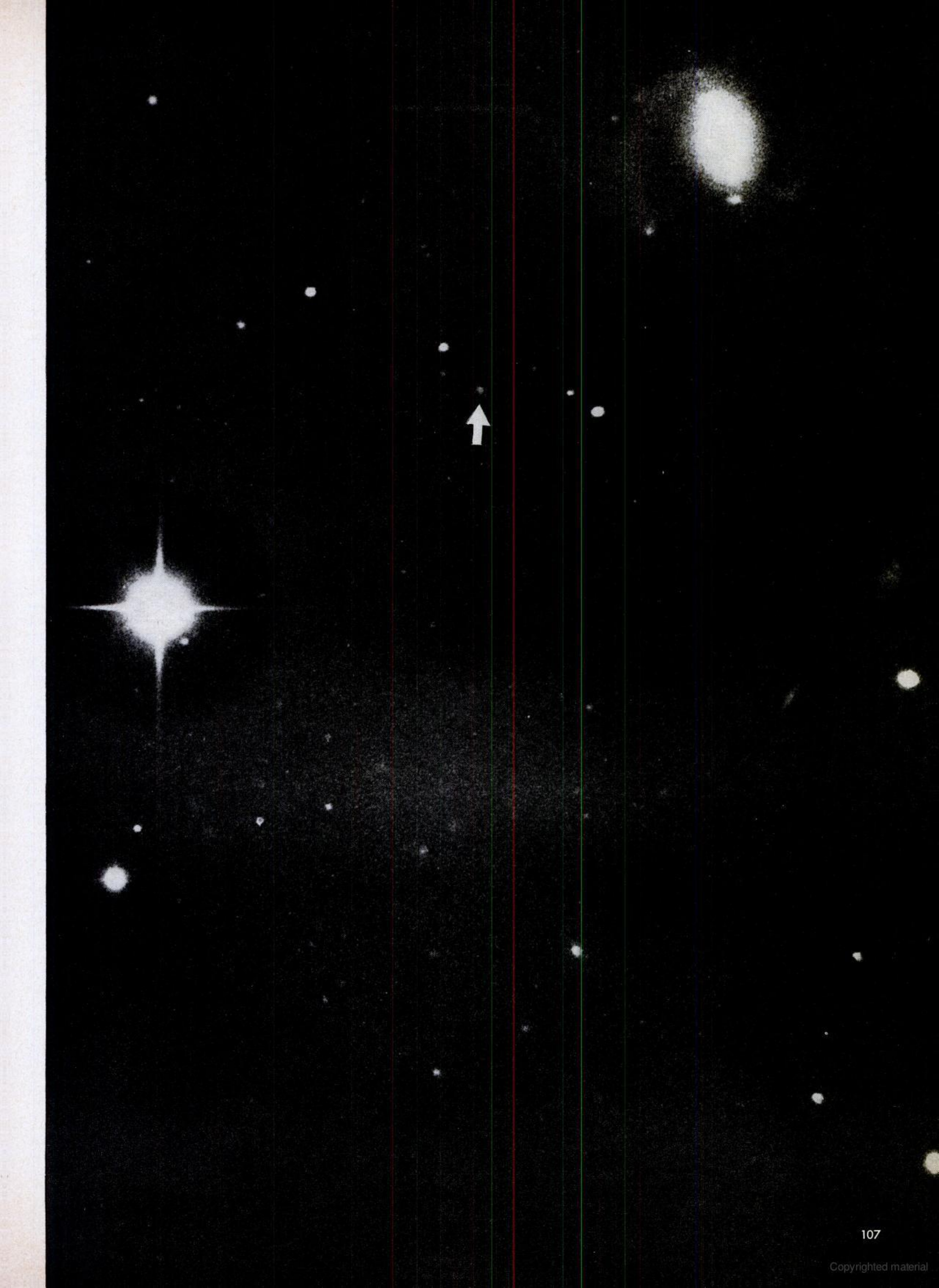
The first evidence to suggest this sensational concept was discovered by Dr. V. M. Slipher of the Lowell Observatory and investigated further by Dr. Hubble and Spectroscopist Milton Humason. Studying the spectra of galaxies, these men were surprised to find that the spectral lines were displaced from their normal positions toward the red end of the spectrum. According to present knowledge about the behavior of light, such a shift should mean that the source of the light is hurtling away. This so-called "red shift" in light waves is like the Doppler Effect which is taught in high school physics. The Doppler Effect is the apparent change in pitch of a sound as the source of the sound approaches and recedes. A locomotive whistle, for instance, seems to rise in pitch as the train draws near and then to fall sharply as it moves away. The reason for this effect is that the train's own speed is added to that of the sound waves moving ahead of it, thus compressing them and shortening their wavelength to produce a higher pitch. As the locomotive moves away the sound waves are stretched and lengthened. They have a lower pitch. Similarly, light waves from a tremendously fast-moving source may be compressed so that they shift toward the blue (short wavelength) end of the spectrum as the source approaches, or stretched so that they move toward the red end as it retreats (left).

For decades astronomers have used this shift in the spectrum to measure the movements of local stars. They have also used it to study a few nearby galaxies but found no consistent pattern in their motion. When Hubble and Humason checked the spectra of far-off stellar systems they found that all of these systems seemed to be rushing away, some at speeds of more than 25,000 miles per second. They also found that the speed of retreat was proportional to the distance of the galaxies from the earth, so that one twice as far away as another was moving away at twice the speed. A simple two-dimensional analogy to this concept of an expanding universe is given in the two pictures above, which show a balloon covered with equally spaced spots representing galaxies. As the balloon is inflated, each spot moves farther away from every other spot. The greater the distance between any two spots, the more rapidly they recede from each other.

There is still some uncertainty about the interpretation of the red shift as an indication of motion. It may be that the light sent out by a galaxy loses its energy in its voyage through space, so that its waves become lengthened. Such "tired light" would give an abnormally red spectrum. The 200-inch telescope will be used to check the "tired light" idea. If no evidence is found to support it, the theory of the expanding universe will be strengthened.

AT EXTREME RANGE of 200-inch is a dim galaxy (arrow) estimated to be one billion light years away. It marks present limits of man's penetration of space. →

CONTINUED ON NEXT PAGE



THIRSTY OR NOT

Enjoy



Falling leaves, football games, the feel

of fall—and Grapette everywhere, an

American institution, a delicious

luxury. You reach for it in soft drink coolers,

you keep it on ice at home. You rightly

expect, as millions do, to enjoy it any

time, any place, Thirsty Or Not.



BUY A
CARTON
TODAY!



Takes less refrigerator space, but holds the same quantity as more than 50% of all soft drinks consumed.

THE GRAPETTE COMPANY, INC.
CAMDEN, ARKANSAS, U.S.A.



THE UNIVERSE CONTINUED

THEORISTS ASSEMBLE THE COSMIC PICTURE

Where the astronomer leaves off, the cosmologist takes over. As data comes in from the big telescope, the cosmologist tries to fit the isolated facts into a mosaic which will serve as a realistic picture of the universe. No complete picture presenting the cosmic configurations in detail exists as yet. But if it did it would probably not be very intelligible to the layman. For the cosmologist, in his understanding of the universe, has long ago passed outside the pale of everyday experience and association. His picture of the cosmos is no longer visual and tangible. It is conceptual, ghostly, disembodied, mathematical.

When most of us think of the universe, we think of things that we can see: stars, planets, blobs of matter floating in space. *Space* means that which is up and down, near and far; *time* is that which travels through our consciousness like a river moving in one direction. But if we think of the universe only in this way we are accepting appearance as the ultimate reality. By showing that matter is simply "congealed" energy, Einstein has changed the concept of matter as made up of cold, hard particles. He has also demonstrated that space and time are inseparable and that the universe cannot be understood except in terms of four dimensions, three of space and one of time.

In Einstein's universe everything is in motion and constantly changing its state and its position relative to every other thing. There is no absolute "up" and "down"; there is no absolute "here-and-now." As one looks out in space one looks back in time. Thus, the atomic explosion at Hiroshima occurred on earth five years ago, but because light requires time to travel the event will not be perceived until three years from now by a hypothetical observer on the star Sirius, which is eight light years from earth. What is "past" for us becomes "future" for the observer. In this respect past, present and future are simply a matter of perspective. Time is relative.

Using his own relativity equations, Einstein worked out a model of the universe. His cosmos is finite, curved in a four-dimensional way by the matter within it into a closed, spherical structure. His model, worked out before the "red shift" was fully understood, was static rather than expanding. A rocket ship, traveling in a "straight line" in this universe, would be like a worm setting out across the earth. It would never reach a boundary but would also not go on out to infinity; it would eventually return to the point from which it started.

Abbé Georges Lemaître, a Belgian priest, soon introduced the notion that a universe of constant size would be unstable. The slightest movement, even a sneeze, might set the entire cosmos to expanding. To account for certain motions within the universe, he postulated a cosmos constantly billowing outward in all directions. The "red shift" observations seem to confirm this view, which is now widely accepted.

The notion of an expanding universe leads to an even more profound problem: the age of the cosmos. According to Lemaître, the universe as it is now constituted began with the explosion of a single compact superatom. If we assume that the cosmos is expanding at a constant rate, it is possible to work backwards and estimate when the expansion started. One of the most recent calculations gives a presumed age to the universe of 3,640,000,000 years.

At this point two basic theories emerge that contradict each other. The famous British astronomer, Sir Arthur Eddington, theorized that the universe was eternally expanding and that in future ages the galaxies would be so remote from one another that the cosmos would cease to exist as an entity. Eddington, applying the laws of thermodynamics to the whole universe, also concluded that the galaxies were rapidly dissipating their energy and that one day there would be nothing left but a vast dead stillness. But Richard Tolman of Cal Tech advanced a completely opposite theory. Working from Lemaître's assertion that there are two fundamental forces at work in the universe, one of *repulsion* deriving from the original explosion, and one of *attraction* deriving from clots of matter in space, Tolman concluded that the universe will expand only until the outward, repulsive motion is balanced by the inward, attractive motion. Then the universe must fall back in upon itself, with increasing velocity, until another superatom is created, and from that another explosion which starts the process all over again.

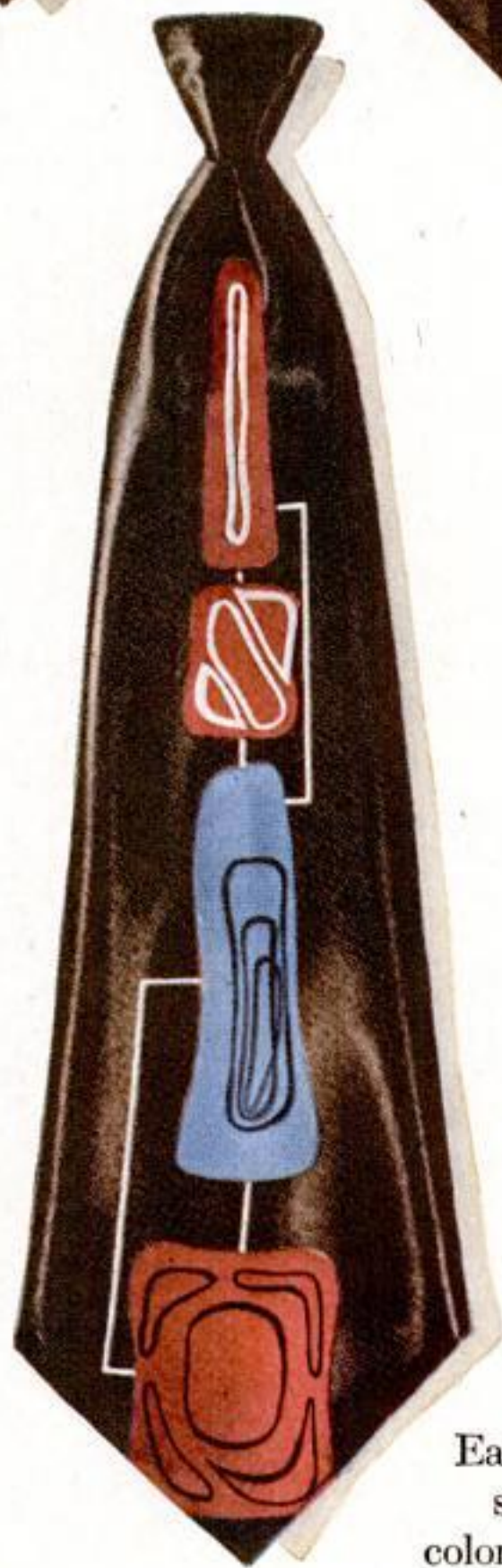
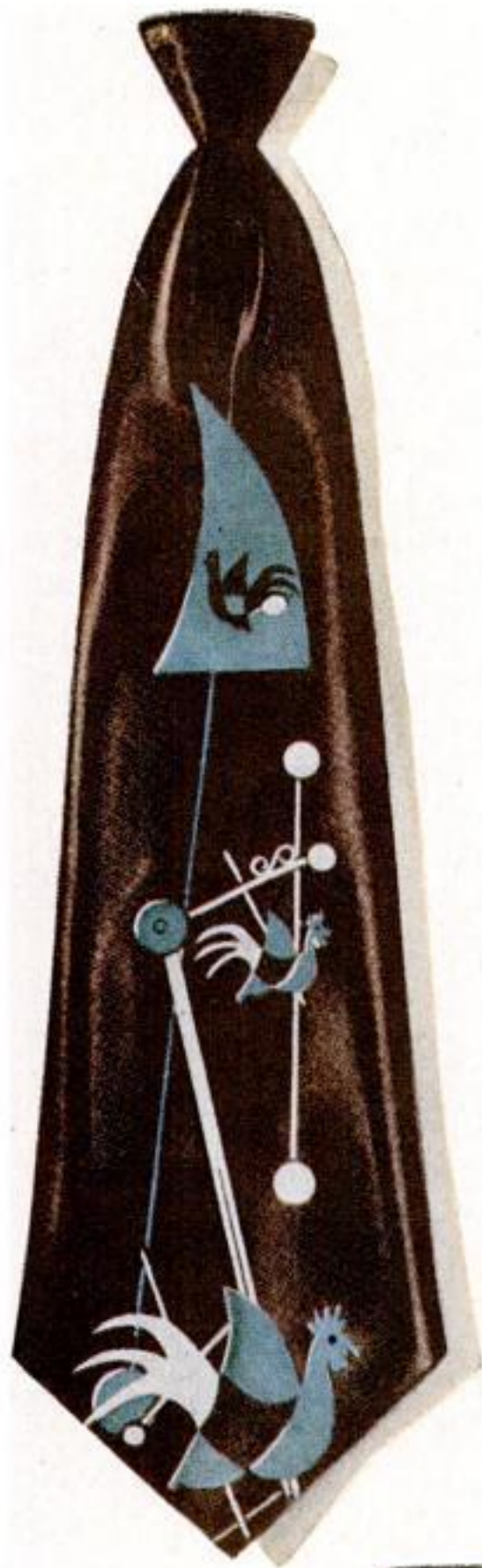
The mind reels at these alternative theories. There is some comfort as well as inspiration, however, in the thought that although the mathematical scope of the cosmic problem is something new, the problem itself is not. The notion of a universe expanding and contracting without end closely resembles the ancient Hindu notion of Brahma, the creator, seated in the midst of the void, exhaling and inhaling the cosmos through his nostrils, eon upon eon.

—CLAUDE STANUSH

Brown Whisper

*The NEW Fashion Color
for Fall*

Styled by
WEMBLEY

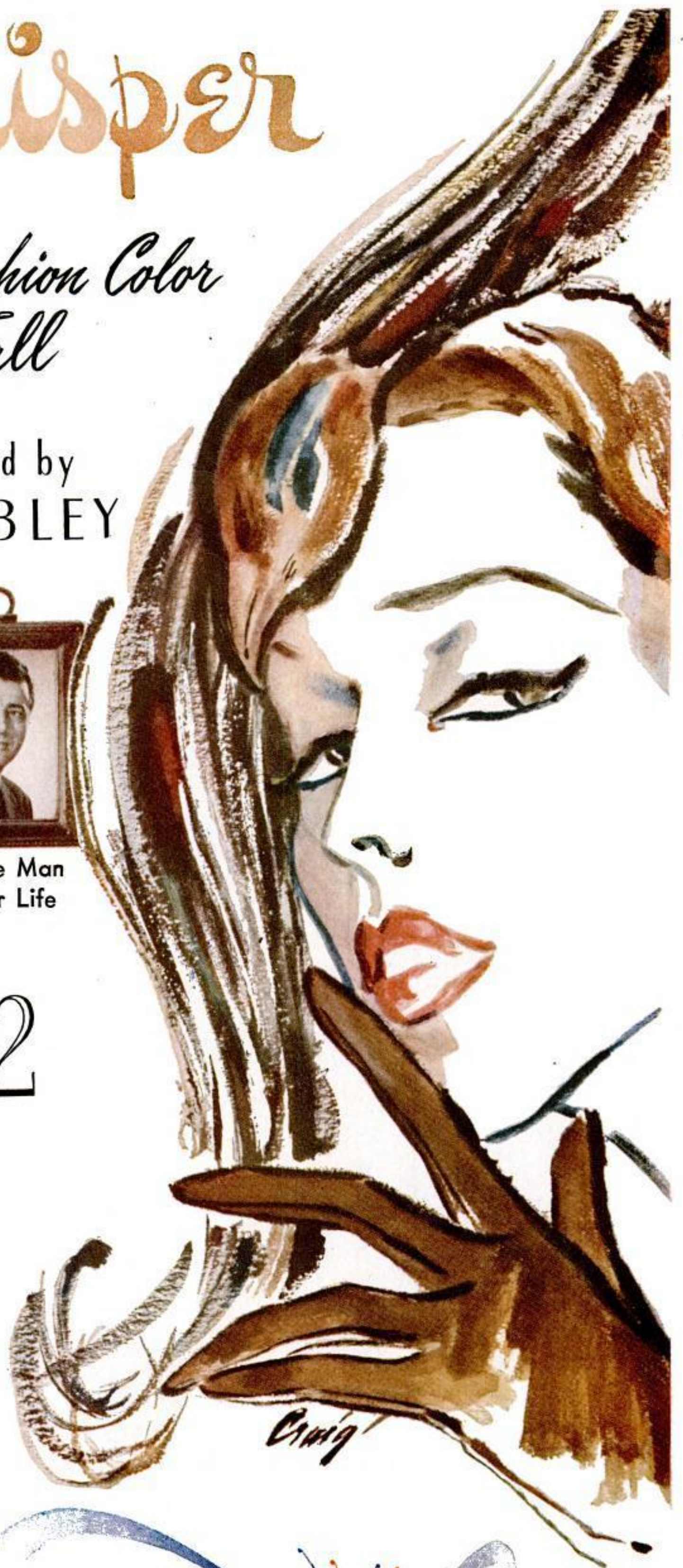


Each pattern in
six different
color combinations.



For the Man
in Her Life

\$2



Wembley

Other Gift Ties
\$1.50, \$2, \$2.50

Wembley Ties are approved for fashion by Men's Fashion Guild • For name of the store nearest you, write Wembley, Inc., Empire State Building, New York.

*REG. U.S. PAT. OFF.—COPYRIGHT 1950, WEMBLEY, INC.

*They make the
finest Old Fashioned
you've ever tasted!*



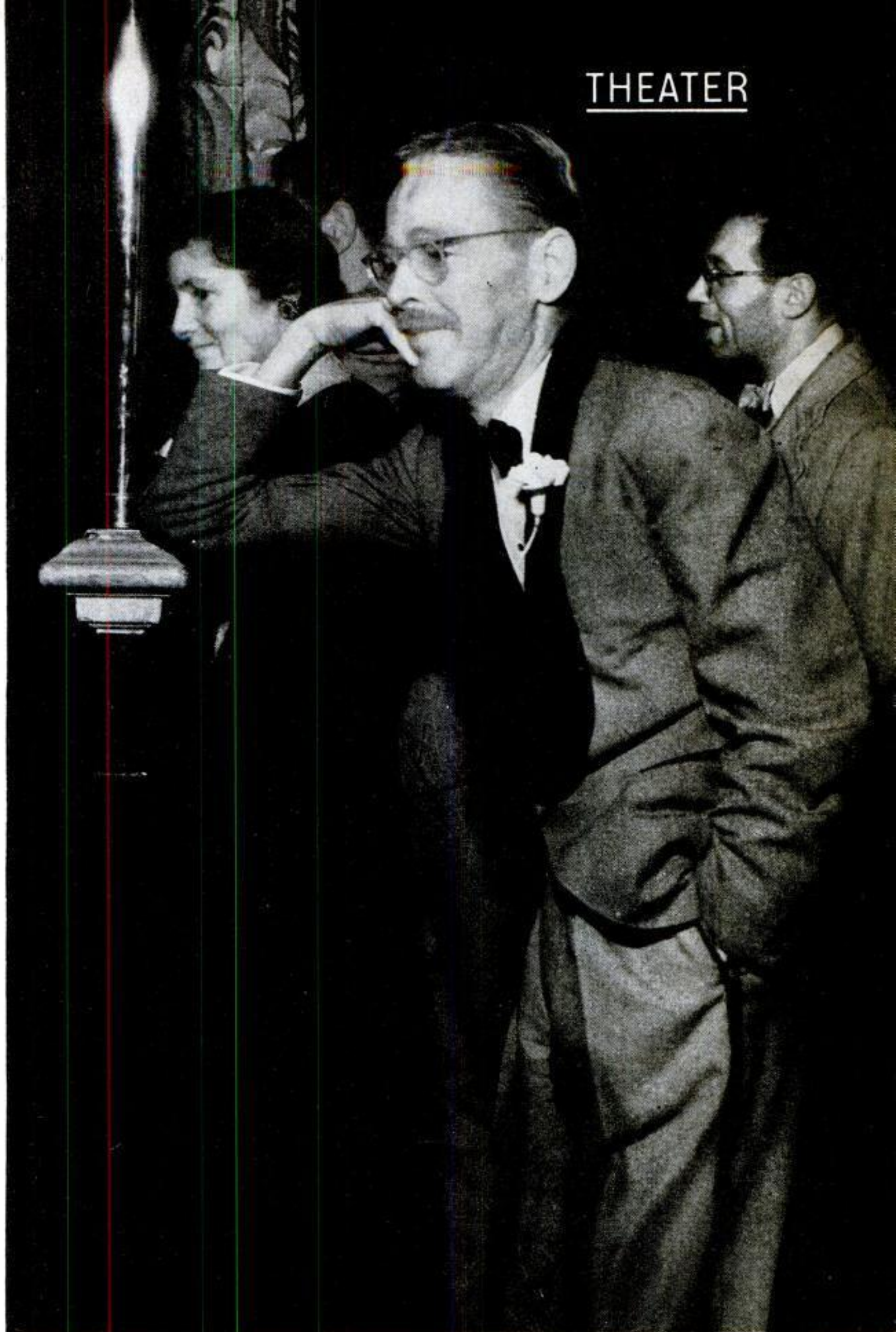
"There is nothing better in the market"

To every drink, famous bonded Old Forester imparts an elegance of flavor found in no other whisky. So rich, so full-bodied, so traditionally fine, it has set a standard for Kentucky bourbon goodness since 1870—when its founder wrote that famous seven word pledge of quality on the first Old Forester label: "There is nothing better in the market."

100 PROOF • BOTTLED IN BOND • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



PHOTOGRAPHED IN INFRARED LIGHT, GIBBS AND HIS WIFE WATCH OPENING



THEY STAND AT BACK OF THEATER, LOOK PLEASED WHEN LINE GETS LAUGH

A CRITIC AWAITS HIS CRITICS

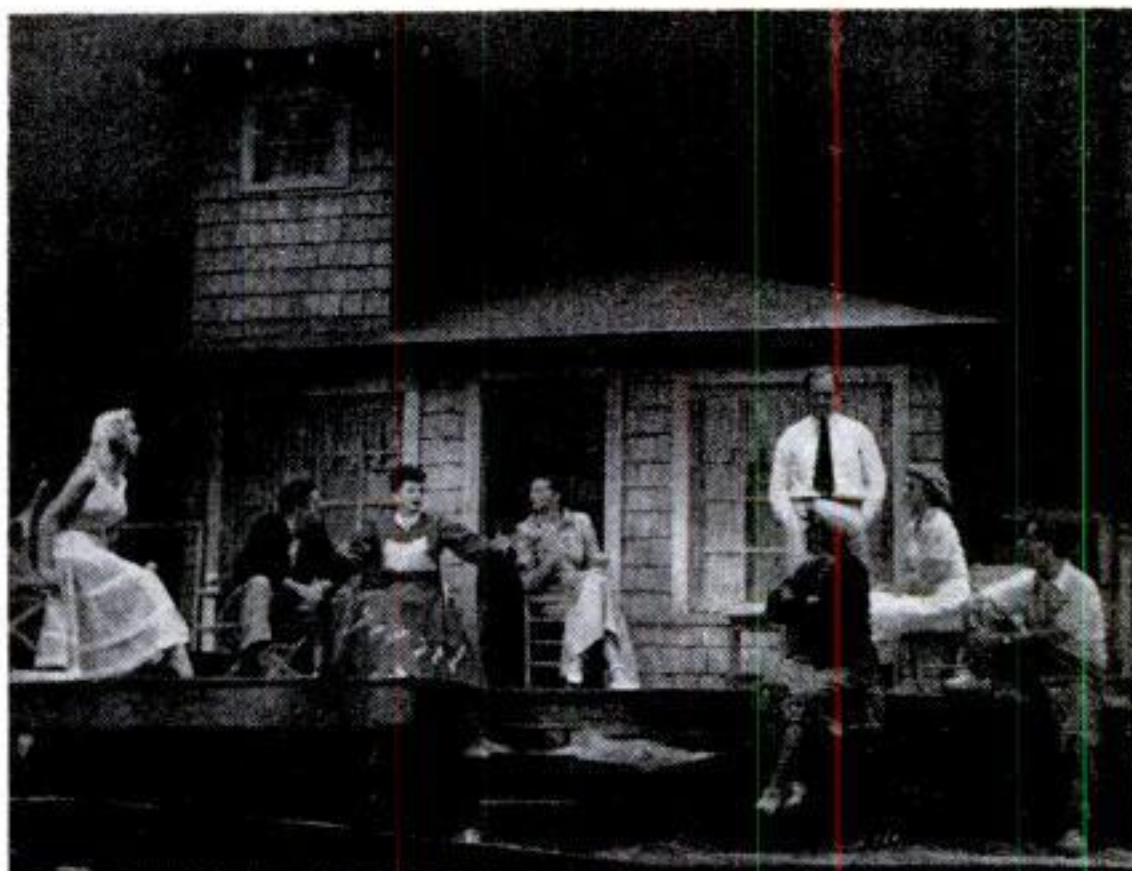
In unaccustomed role Wolcott Gibbs suffers on opening night of his own play, "Season in the Sun"

When word got around in the theater last summer that the most acid of all play critics, *The New Yorker's* Wolcott Gibbs, was having a play of his own produced, a lot of vengeful actors and playwrights prayed that Gibbs would fall on his face. Last week when Gibbs's play, *Season in the Sun*, finally opened, a highly expectant swarm of first-nighters, whiffing blood like spectators at a Roman circus, were on hand to watch Gibbs come to grief or glory. They knew that no major U.S. drama critic had ever had a Broadway hit solely on his own authorship, although several brave men had tried and flopped ignominiously.

For the two and one-half hours that his show was being performed—the most agonizing time in any playwright's life—Gibbs was too jittery to sit down, stood at the back of the theater with his wife watching his play (above). It is a comedy based on Gibbs's short stories about a seaside colony at Fire Island where Gibbs and his family have been summering for 15 years. It tells about a brilliant paragrapher for *The New Yorker* named George Crane—a

character not unlike Gibbs himself—who decides to ditch his job and write a weighty novel. In a wave of self-reform, George also decides to ditch some of his raffish Fire Island acquaintances, including a dypsomaniac handyman and a bordello keeper, along with his charming wife because he feels she does not properly understand him. After an epic drunk and after his boss, who resembles *The New Yorker* Editor Harold Ross, tells him his desire to write a pompous novel is simply an attempt to retreat from life, George happily returns to his senses, his wife and his job.

When the final curtain was brought down, Gibbs beat it backstage to escape the crowds and congratulate the actors. He knew that the cast, headed by Richard Whorf and Nancy Kelly, had done fine, and that the audience had done a lot of laughing. But he also knew his reputation was still at stake until he got the verdict of his critical colleagues. How he spent the next three hours waiting for that verdict is recorded by *LIFE's* Photographer Leonard McCombe on the next pages.



AT A SEASIDE COTTAGE the literary hero (Richard Whorf, right), who wants quiet, is besieged by weirdly assorted guests.

NIGHTWATCH GOES ON IN CLUB,



STARTING TO SWEAT for critics' verdicts, Gibbs waits in dressing room, feeling responsible for getting actors, producers, investors involved in all this.



*Wife saves
love nest!..*

with delicious, LOW-COST meals!

He left that morning in a huff.
But now you see, it's kiss and make up!
"You knew I'd go for that tasty dish
made with River Brand Rice," he grinned.
Nutritious River Brand Rice lends itself
to many gala main-dish meals and desserts.
Quick and easy to prepare... thrifty, too,
with many hearty servings from
each package.



The wonderful
extra long grain
rice you've
been hearing
about.

TO COOK RICE RIGHT! AND QUICK!

Use this simple tested recipe for Boiled Rice... the basis
for many quick, easy to prepare meals when
combined with meats, fish and sauces.

1 cup RIVER BRAND RICE. 1 tsp. salt, 1½ cup cold water.
Wash thoroughly and place in 3 qt. pot with tight fitting
cover. Place over moderate flame and bring to vigorous
boil. When steam and foam begin to escape, turn flame
down and cook rice until tender—about 20 minutes. All
water should be absorbed. Keep in warm place until
ready to serve. Makes 5 to 6 servings.

This tested recipe and 6 others on every package of
River Brand and Carolina Brand Rice...products of

RIVER BRAND RICE MILLS, INC.

New York, N. Y. • Houston, Texas • Memphis, Tenn.
El Campo, Texas • Eunice, La. • Jonesboro, Ark.

When a language doesn't have the exact words
to express an idea, it frequently borrows.
For example, we say a man has *savoir faire*.
We could say that he has poise, that he has
self-control, that he is quick-witted and
that he knows his way around. The French sum
it all up economically in two words.

Find a man who has *savoir faire* and you
will almost invariably find that he is well-
dressed. Good clothes seem to go with good
manners and smartness with sophistication,
(like the young man at the art gallery—you
may have seen elsewhere in this magazine—who
is wearing a Woodland Tone sharkskin suit).

It would be naive to claim that clothes
with the Trumpeter® label of Hart Schaffner
& Marx can give you *savoir faire*. They can't—
but they can help. They are beautifully made
in a wide variety of fine fabrics. And they
are made to fit. *We make a total of 253
different combinations of sizes and shapes.*
That means that you will feel comfortable
and confident in them. And you know that
their good looks give an instant measure of
your taste and judgment.

(Advertisement)

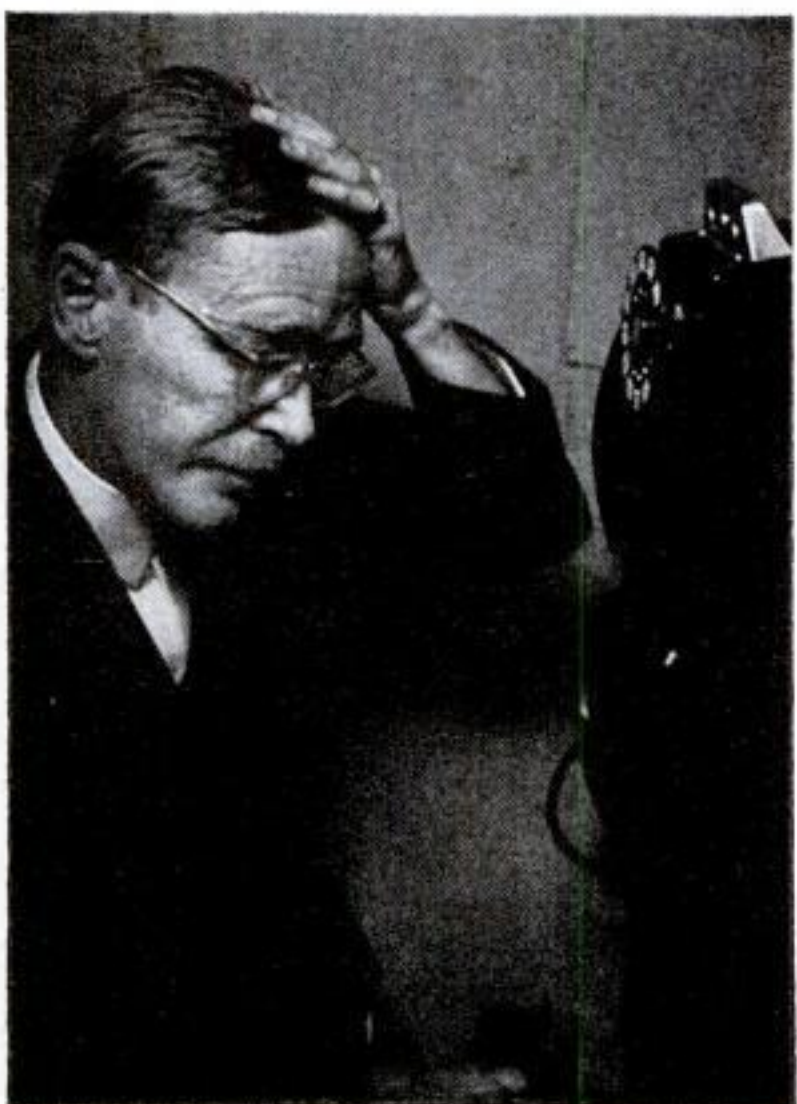
DRESSING ROOM, PHONE BOOTH



IN Q CLUB, where a big party was thrown by show's producers, Gibbs counts minutes.



PHONING "TIMES" at 1 a.m., Gibbs gets Critic Brooks Atkinson's review read to him.



"VASTLY AMUSING," goes Atkinson's review. But skeptical Gibbs awaits more reports.

CONTINUED ON NEXT PAGE

I Wear False Teeth

yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH" for me*



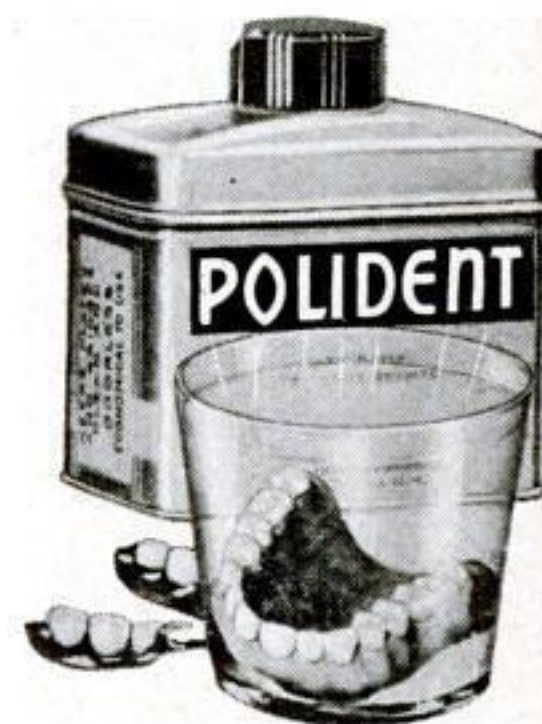
*"A Polident bath always leaves my plates clean and fresh tasting. I never worry about Denture Breath. It's wonderful!"

Mr. J. G. W., Kahoka, Mo.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT

Amazing shampoo guaranteed not to rob hair of natural oils

Shasta gets out beauty-robbing film and stale surface oils—
Leaves in glamour-giving natural oils that make hair...

*Naturally
shiny*

*Naturally soft
—healthy*

*Easier to
manage*

New, improved Shasta does the one thing women have always wanted from a shampoo. Gets out beauty-robbing film and stale surface oils—leaves in glamour-giving natural oils.

You see, Shasta is guaranteed not to rob hair of glamour-giving oils nature provides... precious oils your hair needs to be naturally shiny, soft, healthy, easier-to-manage. Under Shasta's magic-like touch even dull, dry, unruly hair looks unbelievably softer, silkier—sparkles with gleaming highlights.

See your hair looking its loveliest. Get new, improved Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

PROCTER & GAMBLE'S GUARANTEE: Shasta does not rob hair of natural oils. Procter & Gamble guarantees this or money back when unused portion is returned.

NEW, IMPROVED

Shasta BEAUTY CREAM Shampoo

DOESN'T ROB HAIR OF NATURAL OILS



Critic Awaits Critics CONTINUED



FORGETTING HIS ANXIETY for a moment, Gibbs listens to relaxed gossip between Actor Anthony Ross (left) and Actress Nancy Kelly at the Q Club.



WAITING IS MORE FUN as reviews continue good and Nancy says *Daily News* report is due. Right: Actress Joan Diener (LIFE cover, Sept. 20, 1948).



FINAL VERDICT of "humor at its best" from *News* is read by Gibbs and Director Burgess Meredith, while press agents rejoice at favorable reception.

A hard day often leaves your man "UNDER PRESSURE"

tonight give him



tea



The forced smile and the hearty "Hi!" don't fool you a bit. The look in his eyes is a dead giveaway when he comes home tired, tense, taut and "under pressure."

How to get him out from under it? Your choice of a hot mealtime drink can help. Does the one you now serve lift him up . . . or key him up?

More men today—women, too—are finding that tea is a natural answer to this "pressure" age. It helps relieve their minds of any thought that they won't sleep. Tea, whose clean, dry taste makes the whole meal taste better. Try tea for seven days, either hot or iced—at dinner, for example—and see if it doesn't help relieve the pressure of your day.

And don't overlook this, either: tea costs less than any other beverage you serve.

TO MAKE GOOD TEA
THE STEPS ARE THREE . . .



1 Have the water
for your tea
Boiling, boiling
merrily!



2 Tea bag or teaspoon—
it matters not,
One for each cup and
one for the pot.



3 Don't skimp the time
in which you brew it
Three minutes or more—
no less will do it!

Tea Council

P.S. For Iced Tea, use half again as much tea and plenty of ice.

You'll thank your
chose these



YOU CAN BE **SURE**..IF



Toaster



Waffle Baker



Roaster-Oven



Mixer



Hand Vac



Cleaner



Tank Cleaner



Refrigerator



Home Freezer

lucky stars you Westinghouse Twins

"You'll wash when you like with the WESTINGHOUSE LAUNDROMAT® AUTOMATIC WASHER"

"Just set the dials . . . and washday's over! The Laundromat washes, triple rinses, damp-dries your clothes, cleans itself and shuts off, *all automatically*. Water never touches your hands. And, thanks to the *exclusive* WEIGH-TO-SAVE Door and Water Saver, the Laundromat not only saves you work, it saves you money, too, by cutting down substantially the quantity of hot water and soap you use. Yes, the Laundromat takes all the work and *guesswork* out of washday!"



WEIGHS YOUR CLOTHES TO SAVE YOUR MONEY
The Exclusive WEIGH-TO-SAVE Door assures soap and water savings. (1) Just weigh clothes on door. (2) Then read load size on scale. (3) Set Water Saver for size of load shown on scale.

"And you dry in any weather with the PLUG-IN CLOTHES DRYER"

"Every day's a perfect drying day with your grand, new Dryer. It gently Tumble-Dries your clothes in warm, dry air. Dries them exactly as you want them . . . completely dry for immediate storage or just right for ironing. Then shuts itself off. *All automatically*. Your clothes are soft, sweet-smelling, fluffy as new. You have no work, no weather worries. Best of all, you save on installation cost. Just plug in the Clothes Dryer to a standard wall outlet . . . and use it!"



SAVE INSTALLATION COST . . . JUST PLUG IT IN
This new Westinghouse Dryer connects to a standard wall outlet. See the difference in how the clothes look and feel. Towels on right were line-dried. Those on left were dried in this Dryer.

BUY ON PROOF! See a load of your clothes washed and dried FREE at your Westinghouse Retailer's
WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD • OHIO
See TV's Top Dramatic Show . . . "STUDIO ONE" . . . Every Week

IT'S Westinghouse



Range



Water Heater



Dishwasher



Waste-Away



Iron



Coffee Maker



Griddle



Exhaust Fan



Electric Comforter

Press, it's lit!

Release, it's out!



a **RONSON**
WORLD'S GREATEST LIGHTER®

for the light
of your life!

That faithful flame springs into action at your touch. It's the famous one-finger, one-motion safety action . . . so dependable, any season, any weather!

You know *that* advantage of a Ronson for years of dependable lights. But there's no reason to be left in the dark about other important Ronson features.

Every Ronson lighter is precision-built with the same skill and care that go into a fine watch. Because it's such a pleasure to own or give the *best*, more people prefer Ronsons than all other lighters put together!

So, for yourself . . . or for a gift that's sure to be greeted happily . . . make certain the lighter you choose bears the famous trade-mark, **RONSON**.

Remember! All lighters work best with Ronsonol Fuel and Ronson Redskin 'Flints'

Enjoy Ronson's "20 Questions"! RADIO—Sat. nights (Sun. nights, Pacific Coast), MBS. TELEVISION—Fri. nights, in many cities.

RONSON Newark, N. J. • Toronto, Ont. • London, Eng.

All Ronsons illustrated in reduced size. See these and other Ronsons at your dealer's from \$6 to \$200

a **RONSON** is wonderful to give and to own!



RONSON CROWN. Table lighter, Danish modern design. In beautiful heavy silver plate. \$11 plus tax.



RONSON LEONA. Table lighter, Venetian bronze finish, floral design on ivory enamel, \$12.50. Others from \$10.



RONSON ADONIS. Slim as a fine watch! Engine-turned, in polished satin finish. \$10.



RONSON WHIRLWIND. Disappearing windshield, satin finish. \$7.50.



RONSON STANDARD. For pocket or purse. Tortoise enamel \$6.50. Others, from \$6.

About Future Issues of

LIFE

OCT. 16 ISSUE

HOW WILL our kids turn out? What are today's schoolchildren learning? What are their teachers like? What is a *good* school? In an effort to answer these and the many other questions raised on behalf of the almost 33 million pupils now enrolled in the nation's schools and colleges, next week's LIFE will be a special issue, devoted solely to the subject of education in the U.S.

To cover this complex subject as completely as possible, LIFE set up a task force last spring, with its Education Department as the nucleus, to explore the phases and facets of U.S. education which could best be pictured and explained in LIFE's own word-and-picture techniques. The first thing the task force did was to call on LIFE's news bureaus and correspondents throughout the country to explore local manifestations of the various current educational controversies. What of progressive *vs.* traditional education? Is the school replacing the family too much or is it only filling in where the family has failed? How are we going to handle the at least seven million children who will have entered elementary and secondary schools by 1960? How does your own school stack up? On the basis of such major questions, LIFE set out to get, in fact and picture, as many of the answers as they could present in the space of one issue.

Not all of the stories in next week's issue will be controversial. Some will be just straight reporting on the good things that exist in U.S. education. Those that are sure to appear, because they are in color and color pages must be printed in advance, show what goes on at a junior college that teaches girls to be feminine rather than feminist (Gulf Park By-the-Sea at Long Beach, Miss.), and give a look at a good, big high school (New Trier in Winnetka) and promising new school architecture (Blythe Park School in Riverside, Ill.; Carmel Woods School, Carmel, Calif.; Massachusetts Institute of Technology in Cambridge, Mass.; Booker T. Washington High in Shreveport; Overlook School, Abington, Pa.; Ridge Road School, North Haven, Conn.; Stephen F. Austin Elementary School at Corpus Christi, Texas).

Other stories range from the kindergarten teacher who loves her job in Webster Groves, Mo., through a very good elementary school (Maury at Richmond, Va., where the picture on this page was taken), to a good example of the service a college can give to the individuals and industries of a state (the University of North Carolina).

Probably the most provocative article next week will be one that asks, "Who Teaches Our Teachers?" Another article, which puts parents on the spot, is based on a nationwide survey made for LIFE by public opinion expert Elmo Roper to find out what the people think about the nation's schools. The pages most likely to receive the widest use will be a check list, worked out by LIFE with the assistance of



some 650 principals and school-system superintendents, whereby any parent can grade his own child's school and judge how it stacks up to the best and worst in the land. One article which will probably become a popular parlor game consists of cartoons based on Columbia's core curriculum. Any reader who can identify all of the cartoons may consider himself on the way to being well educated.

Many of the other stories that have been photographed for this special issue will not appear because of space limitations. From the vast amount of material on hand, however, LIFE's editors will be able to turn out an issue next week that will graphically present the highlights of what is good and bad about U.S. education, a controversial subject close to the hearts of the great majority of LIFE's readers.

OCT. 23 ISSUE



WHAT actually happens in a face-to-face meeting between Joe Stalin and a leader of a democratic country? Is the Russian dictator more flexible than his mouthpieces abroad?

In the War Memoirs of Winston Churchill, which will be printed in four instalments, starting with the issue of Oct. 23, LIFE's readers will find out what it is like to do business with Joe Stalin. From the leader who, in all the Western world, has had the most experience in dealing with the Kremlin, LIFE's readers will learn how Molotov presented Russia's demands for a second front. They will read for the first time the embittered correspondence that passed between Churchill and Stalin on the subject of lend-lease and other aid. They will go with Churchill to Moscow for his first meeting with Stalin; they will sit in at the famous "unconditional surrender" meeting with Roosevelt at Casablanca; they will share with the author his own connection with the course of the war from Singapore up through North Africa and the plans for invading Sicily. And in the recounting of these events readers will find a deeper understanding of recent similar events in Korea and elsewhere.

ANDREW HEISKELL, *Publisher*

Reader's Digest

told the world about it!

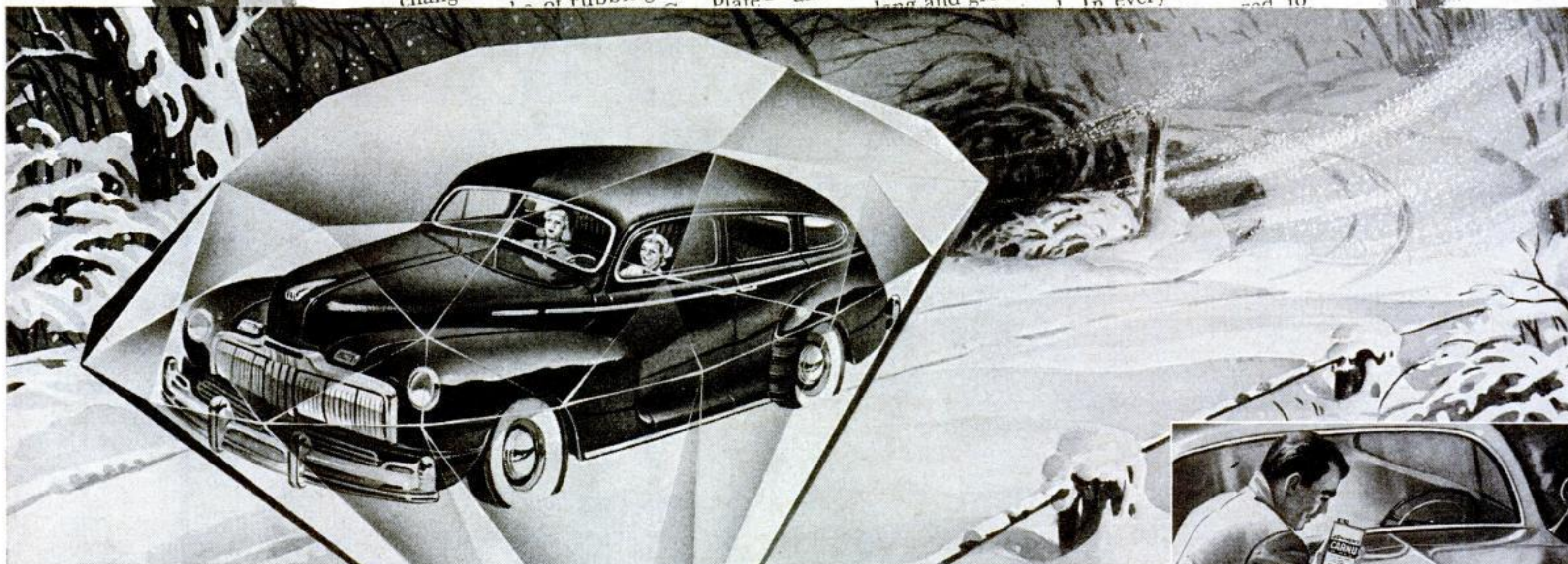
... and today millions of enthusiastic users
are praising Car-Plate!

A 20-Minute Car Wax

Any one can now wax his car (or have it done) in 20 minutes without a stroke of rubbing—using Car-Plate, a sensational new kind of liquid wax developed by the Johnson's Wax laboratories. This is the exciting story told by Reader's Digest in the June issue.

THE article describes how car waxing used to be a back-breaking chore that ruined any day—and how all this has been changed by a basic new chemical discovery. No rubbing is needed when Car-Plate—and

makers of Car-Plate have demonstrated that its "diamond shine" will outweather old-fashioned waxes or polishes. Cars were given a dramatic half-and-half test to prove the point. One side was waxed with Car-Plate and the other side with other products. After long and grueling road tests the results were in. In every case the side



Now...winter-wax your car with a "diamond shine"! No rubbing!

Your car gets a brighter shine...a tougher shine...when you wax it the no-rub way with Johnson's Car-Plate!

No matter what the driving conditions, Car-Plate gives your car a brilliant beauty and all-weather protection...heretofore not possible, even after hours of hard rubbing.

That's because Car-Plate is radically different. This free-flowing liquid wax is the result of a great new chemical discovery

made in the Johnson's Wax laboratories.

Nothing could be easier to apply. Just spread Car-Plate on the cleaned finish...let it dry...wipe lightly. That's all.

In 20 minutes you've given your car a "diamond shine" that protects the finish against blizzards and storms for months! And car washing takes only a fraction of the effort it would ordinarily take! Dirt can't cling to the smooth Car-Plate finish.



It's important to clean before you wax!

Wax should always be applied to a clean car. The finish should be free of road film and particles of decomposed paint. For this reason it is important that you clean your car thoroughly before applying Car-Plate. For quick, easy cleaning of your car, Johnson's Carnu is recommended. It contains a mild abrasive that does the job fast—leaves a perfect surface for spreading on Car-Plate.

Only \$1.00 enough to do any car twice

Buy Car-Plate at your dealer's or service station. Get Car-Plate Service at your service station.

JOHNSON'S CAR-PLATE

the brightest, smoothest, longest-wearing auto wax in the world!

"Johnson's", "Car-Plate" and "Carnu" are trademarks of S. C. Johnson & Son, Inc. © S. C. JOHNSON & SON, INC., Racine, Wis., 1950.



KENTON KEILHOLTZ (ON LADDER), EDITING A REPLICA OF THE INDIGNANT BILLBOARD SLOGAN THAT HE ERECTED IN 1943, PASTES "NOW" OVER "DON'T"

JOY IN TOLEDO

A glittering new rail station finally replaces city's eyesore

To many a traveler Toledo, Ohio's Union Station seemed the ugliest and dingiest of all U.S. railroad stations, few of which are ever confused with the Taj Mahal. Built in 1886, apparently by claustrophiles and sadists, homely, dirty Union Station was a source of civic shame for the last 40 years. When it caught fire (*next page*) in 1930 thousands gathered to shout discouragement to the firemen. When the railroad insisted on rebuilding the station in all its old ugliness,

citizens complained bitterly. One, Kenton Keilholtz, later put up a billboard begging new visitors DON'T JUDGE TOLEDO BY ITS UNION STATION.

Late last month Toledo staged a week-long celebration, danced in the streets, held a beauty contest (for "Miss Union Station") and beamed fondly on the New York Central. At long last it had given them a new handsome, efficient \$5 million station. At a formal ceremony (*above*) Citizen Keilholtz gratefully rewrote his sign.

ON ENTERING THE NEW STATION, THE TRAVELER SEES A TICKET BOOTH ON THE RIGHT, A SPACIOUS, WELL-LIGHTED, BLUE AND GRAY CONCOURSE BEYOND



CONTINUED ON NEXT PAGE

Copyrighted material

NOW!

BRIGGS

SMOKES

3 WAYS BETTER*



1. Stays lighted longer...by 19%



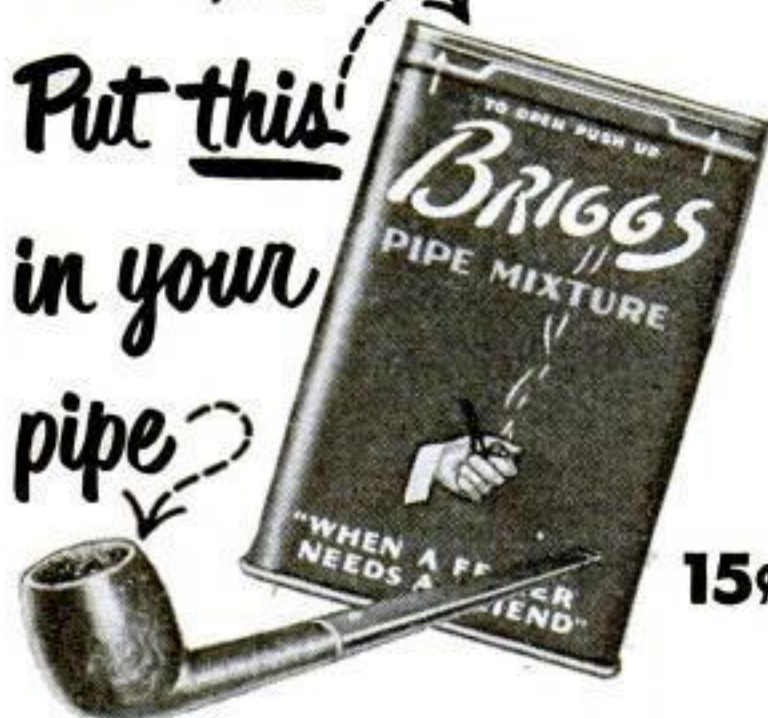
2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

Put this
in your
pipe



15¢

and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada

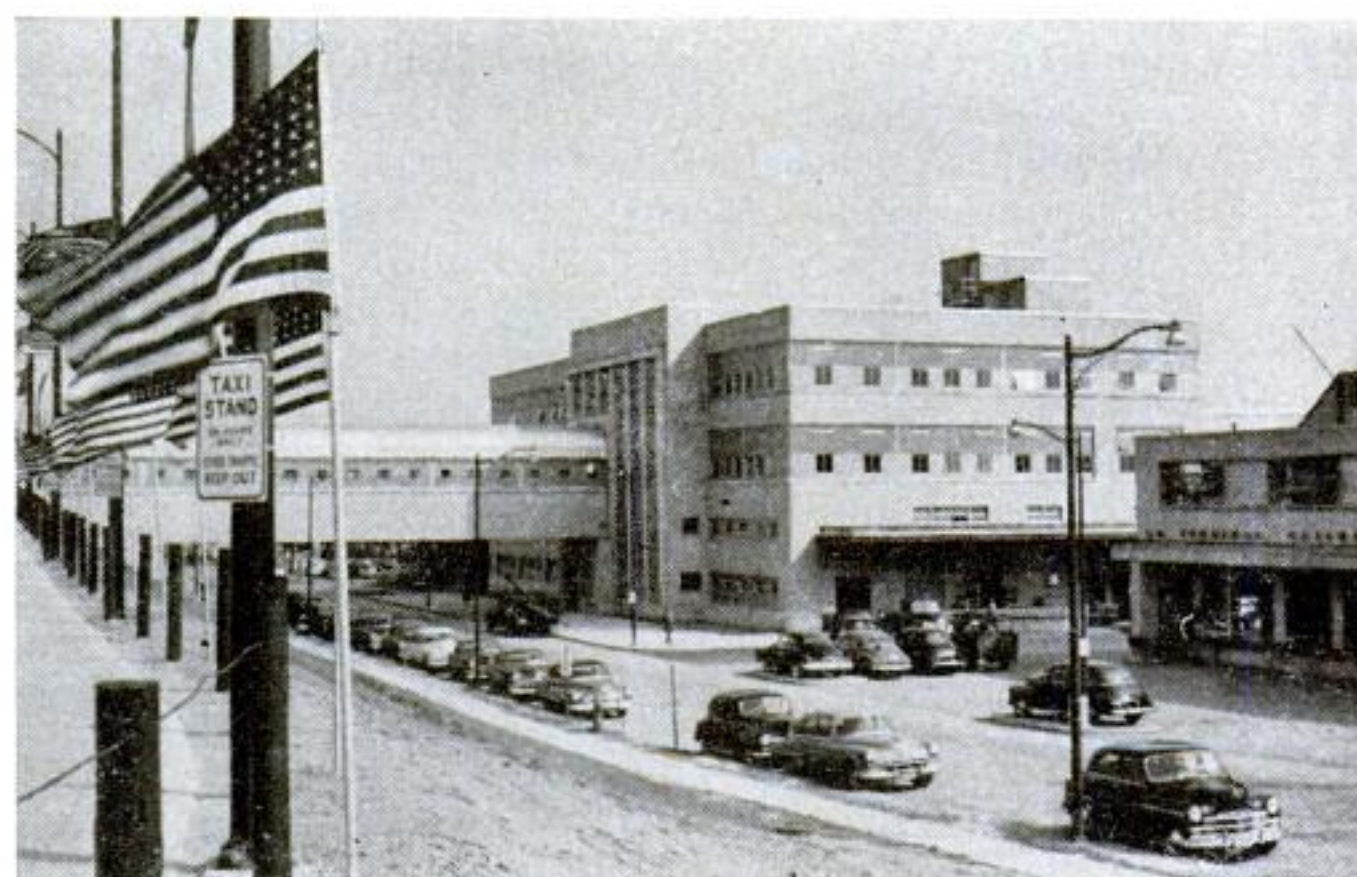
Joy in Toledo CONTINUED



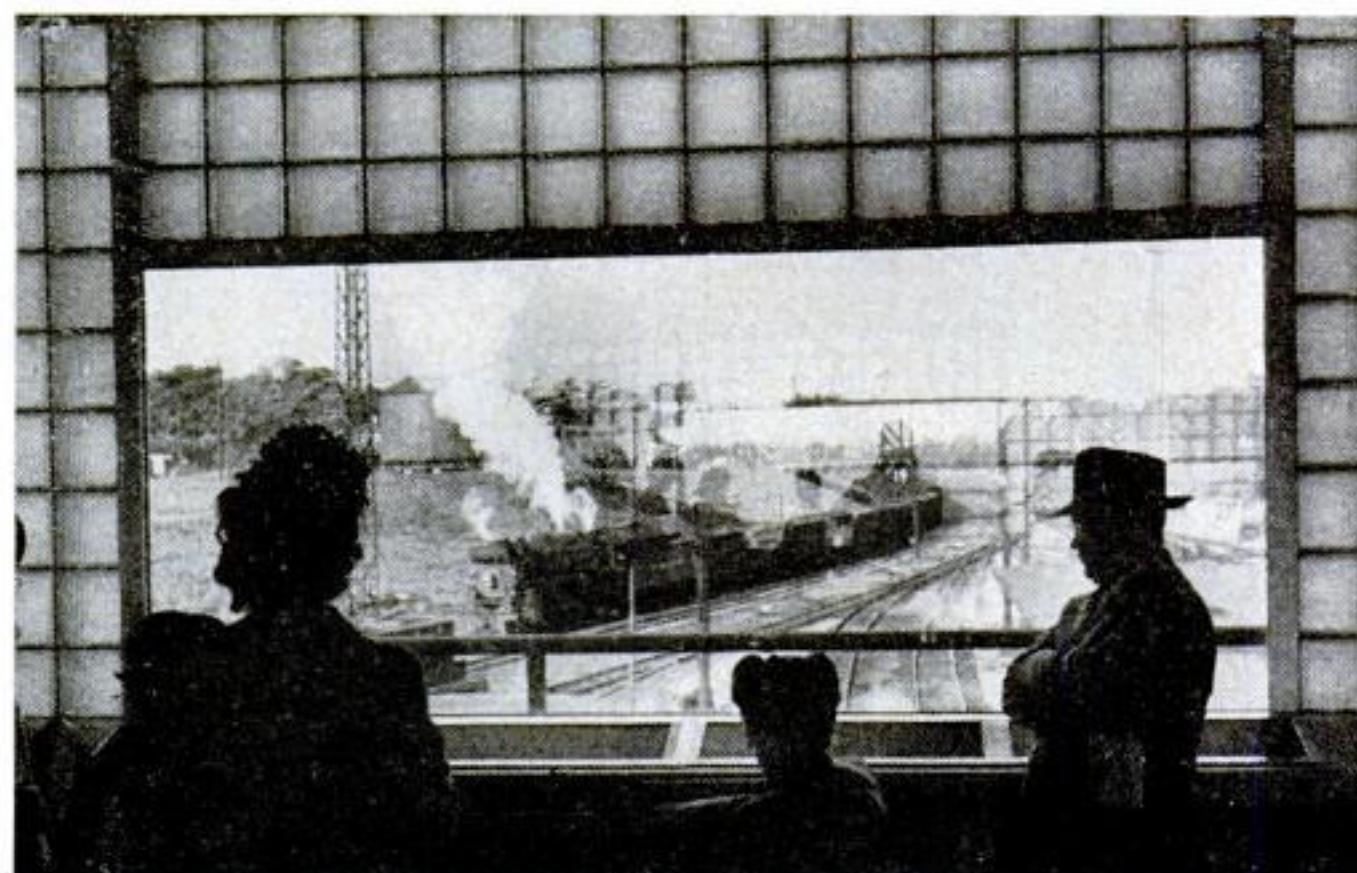
A BLUNT HEADLINE in the Toledo Blade reported the 1930 fire that seriously damaged station. Crowds literally booed the firemen's efforts to put it out.



OLD WAITING ROOM was dingy, had uncomfortable wooden benches and was often overcrowded, helped win station the title of "Toledo's oldest joke."



NEW STATION is of buff brick, generously glassed—Toledo is a U.S. glass-manufacturing center. Raised entrance (left) leads from a plaza parking area.



PICTURE WINDOWS enable travelers to look down on trains, reached by ramps leading to each platform. Formerly they had to walk across open tracks.

GOOD...
any old time!



the cracker
with
that swell
cheese
flavor



America's
largest selling cheese cracker!
Sunshine Biscuits, Inc.

It's got the BOZO SEAL...
It's tops in child appeal!



Look for the "Bozo Approved" seal on the children's record albums you buy—it's your guarantee of fine, wholesome entertainment, sure to delight any child!



CHILDREN SAY "THAT ALBUM'S FINE—
A FRIEND OF BOZO IS A FRIEND OF MINE"

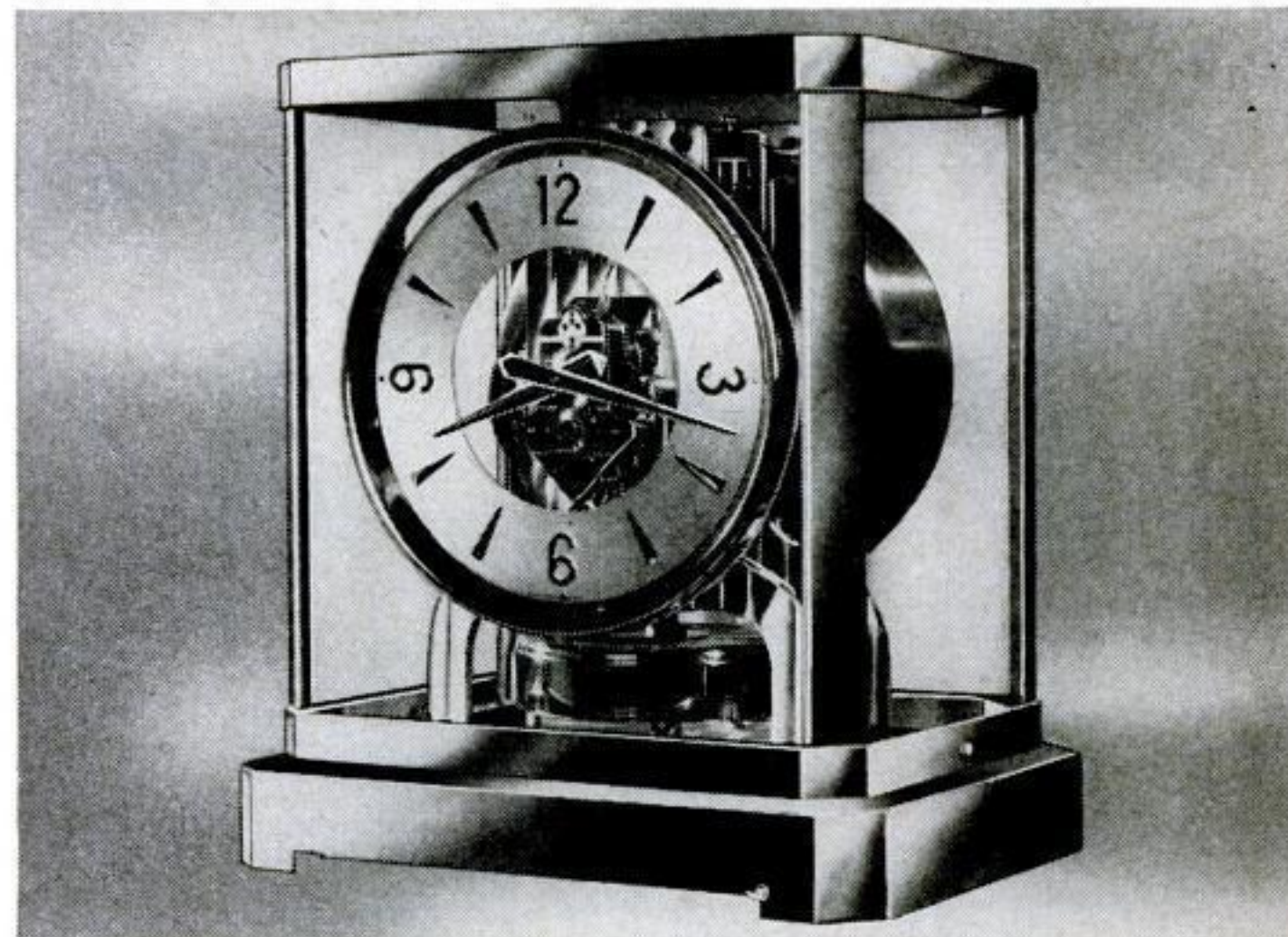


Buy Genuine Bozo Approved Record Albums at
your favorite Record Dealer.

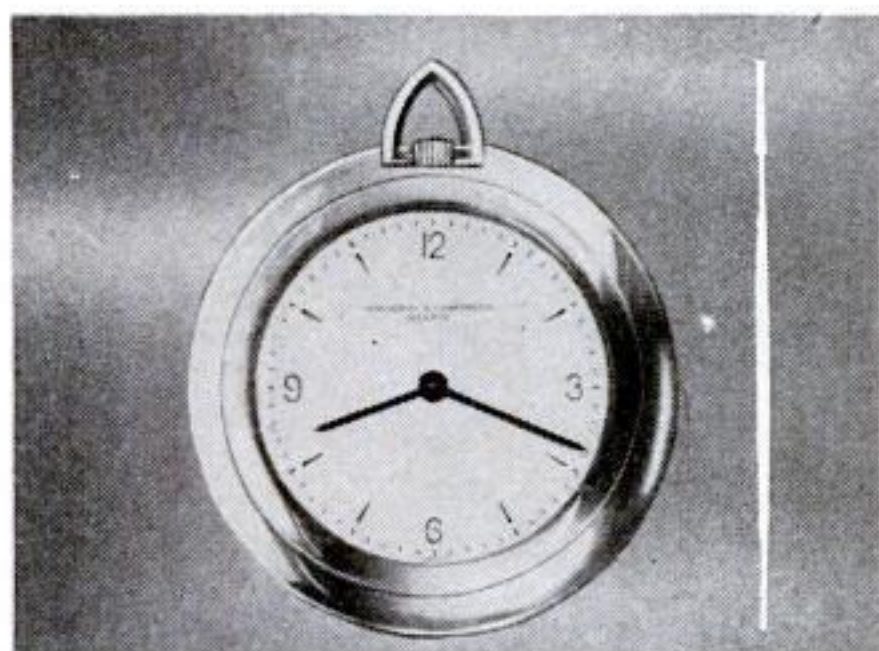
THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

LE COULTRE

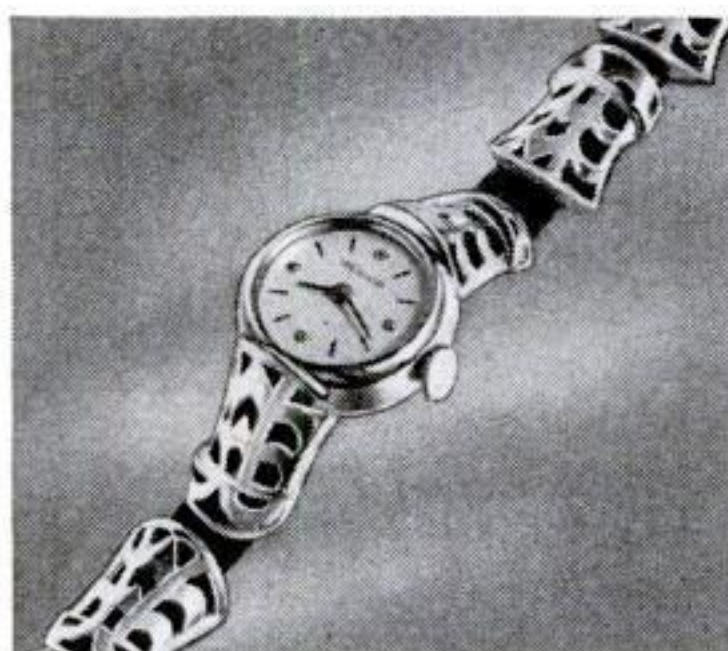
For over a century, the name "LeCoultre" has marked the most exceptional watches and clocks in all the world. Every LeCoultre product gives evidence of the inventive genius and exquisite craftsmanship which have gone into its making. Throughout the world, LeCoultre means "The Most Exceptional"!



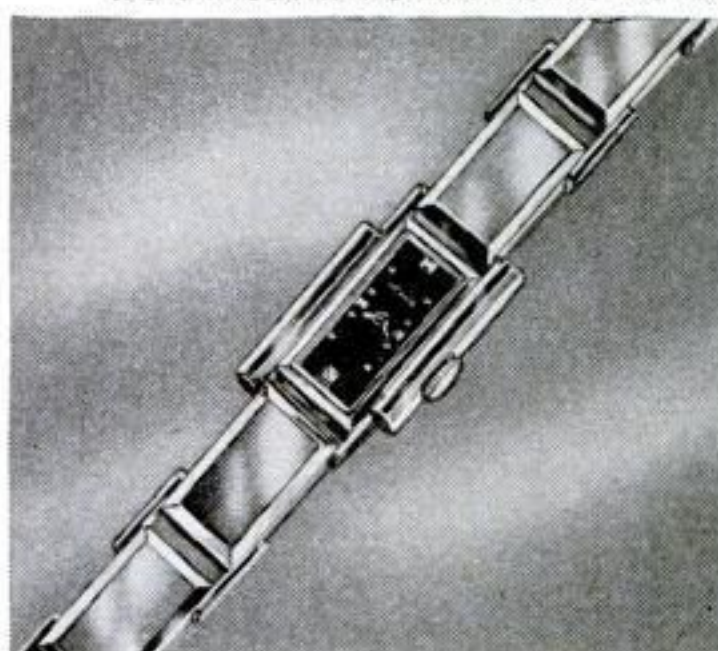
ATMOS, the Perpetual Motion Clock, is a brilliant achievement of LeCoultre. Powered alone by the unfailing daily changes of the atmosphere, ATMOS runs silently and accurately without hand-winding, without electricity, indefinitely. It's a modern wonder of the world! Anniversary priced at. \$165.



THE THINNEST WATCH IN THE WORLD has been made by LeCoultre since 1903. A work of unbelievable precision and delicacy of execution with a movement only .0531 inches in thickness. \$1950.



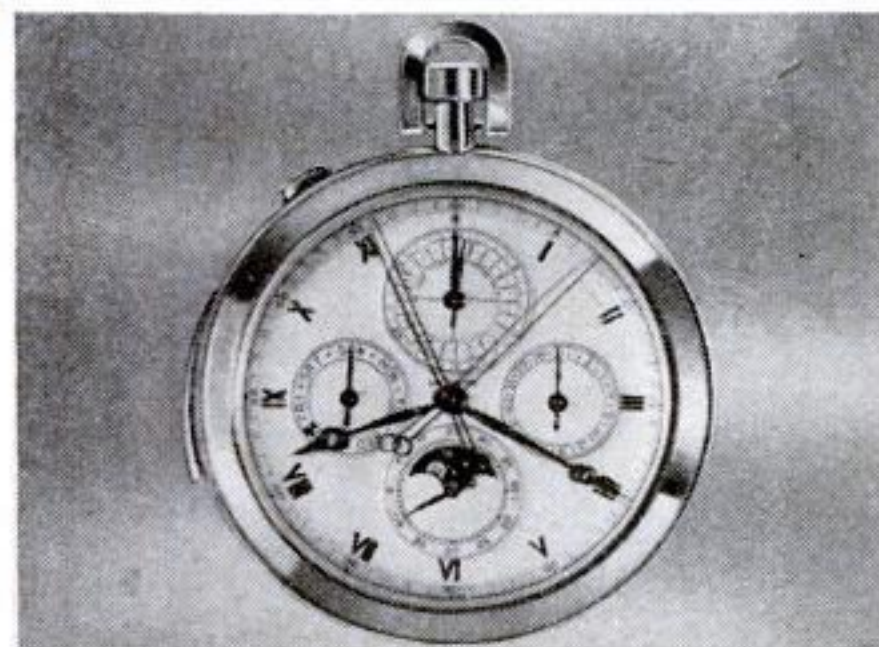
LE COULTRE EXHIBITION C is exceptional in conception and execution. The black suede cord shows through the basket designs of the 14K gold bracelet. . . \$165.



LE COULTRE ADRIENNE. The polished edges of the square links of this attractive bracelet watch give a note of complete luxury. A 14K LeCoultre creation. \$225.



LE COULTRE PERSHING, a watch of commanding character, executed in masculine fashion in 14K gold and lavishly hand-finished. A presentation watch. . . \$150.



THE MOST COMPLICATED WATCH IN THE WORLD, made by LeCoultre. Chimes hours and minutes; shows day, date, month, phase of the moon and year, automatically compensating for leap years; split-second timer. A rare pocket piece. . \$4200.



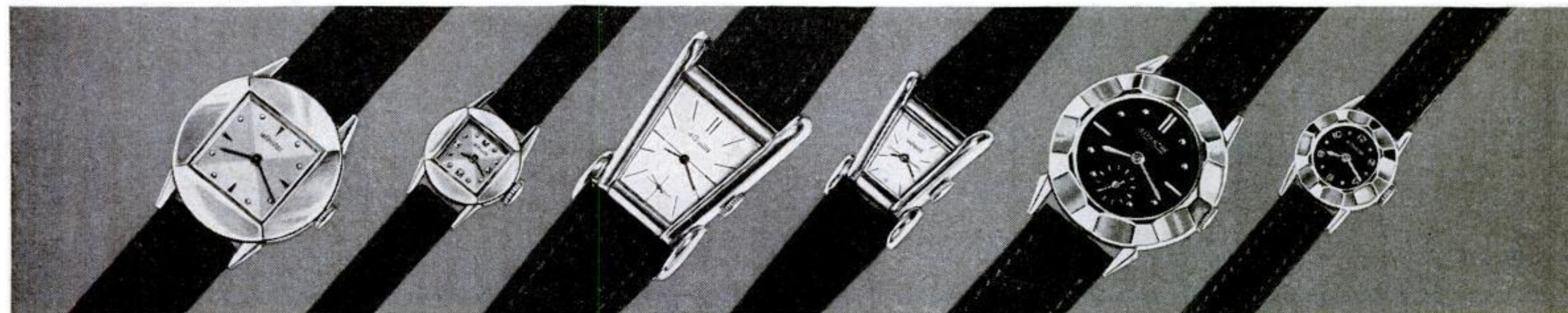
LE COULTRE CALENDAR-MOONPHASE. This handsome watch tells all the facts of time at a glance: hours, minutes, day, date, month, even the phase of the moon. Rectangular gold-filled case. . . \$99.50



LE COULTRE WRIST ALARM is a boon to time-cramped executives. Tiny, discreet bell alerts and reminds on the wrist; awakes on the bed table. Thin and modern. Gold-filled case. \$95.



LE COULTRE AUTOMATIC, the only completely trustworthy, self-winding watch because of exclusive, built-in, reserve-power indicator. In gold-filled case \$71.50; in heavy 14K gold case. \$150.



LeCoultre watches in unusual matching styles "for her and for him" are creating excitement wherever shown. Above, the "Beaux Arts" series. Gold-filled cases, suede straps; \$71.50

LE COULTRE ARISTOCRAT series in their smart wedge-shaped cases are exquisitely designed. All of these series available in either white or yellow gold-filled cases. Either model \$71.50

LE COULTRE FIRST NIGHTER series. The case represents fine jewelry craftsmanship in its best sense. For "him", "Top Hat"; for "her", "Orchid". Each. \$71.50

VACHERON & CONSTANTIN-LE COULTRE

DIVISION OF LONGINES-WITTNAUER WATCH CO., INC.

All Prices Include Federal Tax



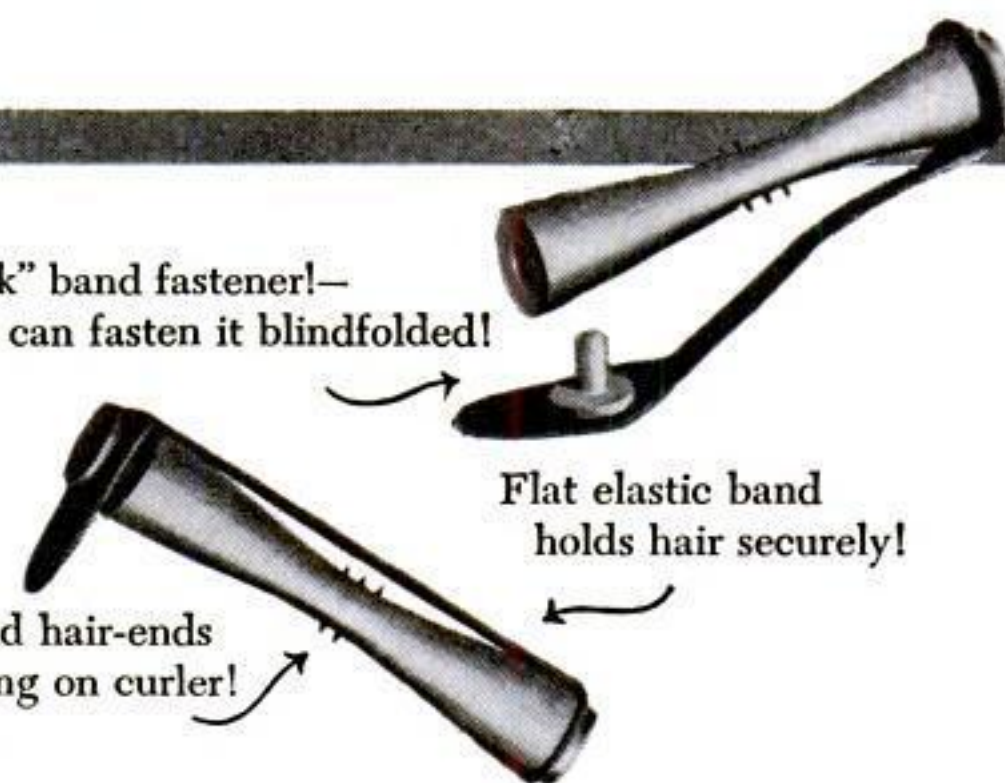
MARY MARTIN

says "I've found a new kind of
curler that really holds...and curls
...even tiny wisps!"

New "quick-lock" band fastener!—
so quick, so easy you can fasten it blindfolded!

Flat elastic band
holds hair securely!

Tiny "teeth" hold hair-ends
from slipping on curler!



"So quick! So easy! Winds a better curl...
Catches every single hair!"

"You know those short wispy ends around your forehead
and at the back of your neck? Well, as you see, my whole
head is cut almost that short. And that kind of hair is the
very hardest to catch and hold," she says. "So I just love
these little short-cut curlers. They're so easy to handle—
they catch every hair . . . and hang on to it. They're wonder-
ful! You'll see!"



"The bane of a girl's existence—those
short ends! But not any more. These clever
little curlers really have them licked!"

Not 6—not 8—but a whole dozen
Mary Martin short-cut curlers,
plus a Rayve Refill, for \$1.29. At
drug and cosmetic counters
everywhere.



Rayve
HOME PERMANENT

Now, while they last!
Get your MARY MARTIN
SHORT-CUT CURLERS!

12 New Mary Martin
SHORT-CUT CURLERS
plus **RAYVE REFILL \$1.29**



"It's really wonderful how *shiny* Rayve makes my hair!" says Broadway's beloved star!

"My 35th home permanent!—yet my hair has never been healthier!"

That's what Mary Martin said—and then she clinched it by saying: "*Feel my hair! See?—it does feel soft, doesn't it?*"

It is soft—no doubt about it. Her short crop is as soft as a baby's. Yet because her hair must be kept so short for her "South Pacific" shampoos, she has a new Rayve permanent *every few weeks!*

Now! Magic "short-cut" curlers

"My hair goes up like lightning on these new little curlers. The way they lock is pure joy! You don't need to *see*—you do it by touch system! And the wide elastic band snugs each curl into place and holds it neat and firm until you're ready to unroll it."

Mary Martin tested and helped design these new short-cut curlers. And she's had plenty of chance to learn all about winding up short curls. "There isn't a hair on my head longer than 2½ inches!" she'll tell you.



This is Heller, Mary Martin's daughter. Heller loves this picture because it shows her brand-new bicycle *and* her brand-new Rayve curls.

"Good thing Rayve's so easy on the hair," she says cheerfully. "That's why I use Rayve on Heller's hair, too. I *know* it's gentle."

Heller is Mary Martin's 8-year-old daughter—blonde, and as natural and forthright as her famous mother.

Between Heller's and Mary's curls there's about six inches difference in length—as well as a big difference in curlability. Heller's hair is fine—and really stubbornly straight. But her Rayve permanent "took" beautifully—soft, so *natural*.



Two Rayve curly-heads: Mary Martin and her 8-year-old Heller. Heller's long hair is braided around her head for neatness, but for prettiness, there are always loose curls on top. Easy-going, persuasive Rayve gives them both an equally soft, natural, long-lasting result.



HAND-TURNED DESIGN BY JAMES PRESTINI



*Here is
your curved line
of beauty...*

As a sculptor moulds
his form, Alba stockings are artfully
shaped to follow the curve of your leg
...to hug it and hold it
in the curved line of beauty.
For the finest fit
you've ever known...
the slenderest seam you've
ever seen,
ask for Alba stockings.



ALBA
Stockings

A PRODUCT OF PILOT FULL FASHION MILLS, INC., VALDESE, NORTH CAROLINA



COUP DE GRACE
Lawnmower



S'IL VOUS PLAIT
Not sterling

FRACTURED

Cartoon captions are outrageous puns on French

To most Europeans, who speak two or more languages as a matter of course, foreign tongues seem neither difficult nor unreasonable. But to most Americans, whose average dose is a couple of years of high school French, foreign tongues remain a mystery. Most mysterious of all is the French idiom, a strange jargon which wreaks havoc among American schoolchildren and tourists. The best defense against it is ridicule—and so the "fractured" French craze was born. Like "Knock, knock, who's there?" and the "Little Moron" jokes, no one knows how or when



A LA CARTE
On the wagon



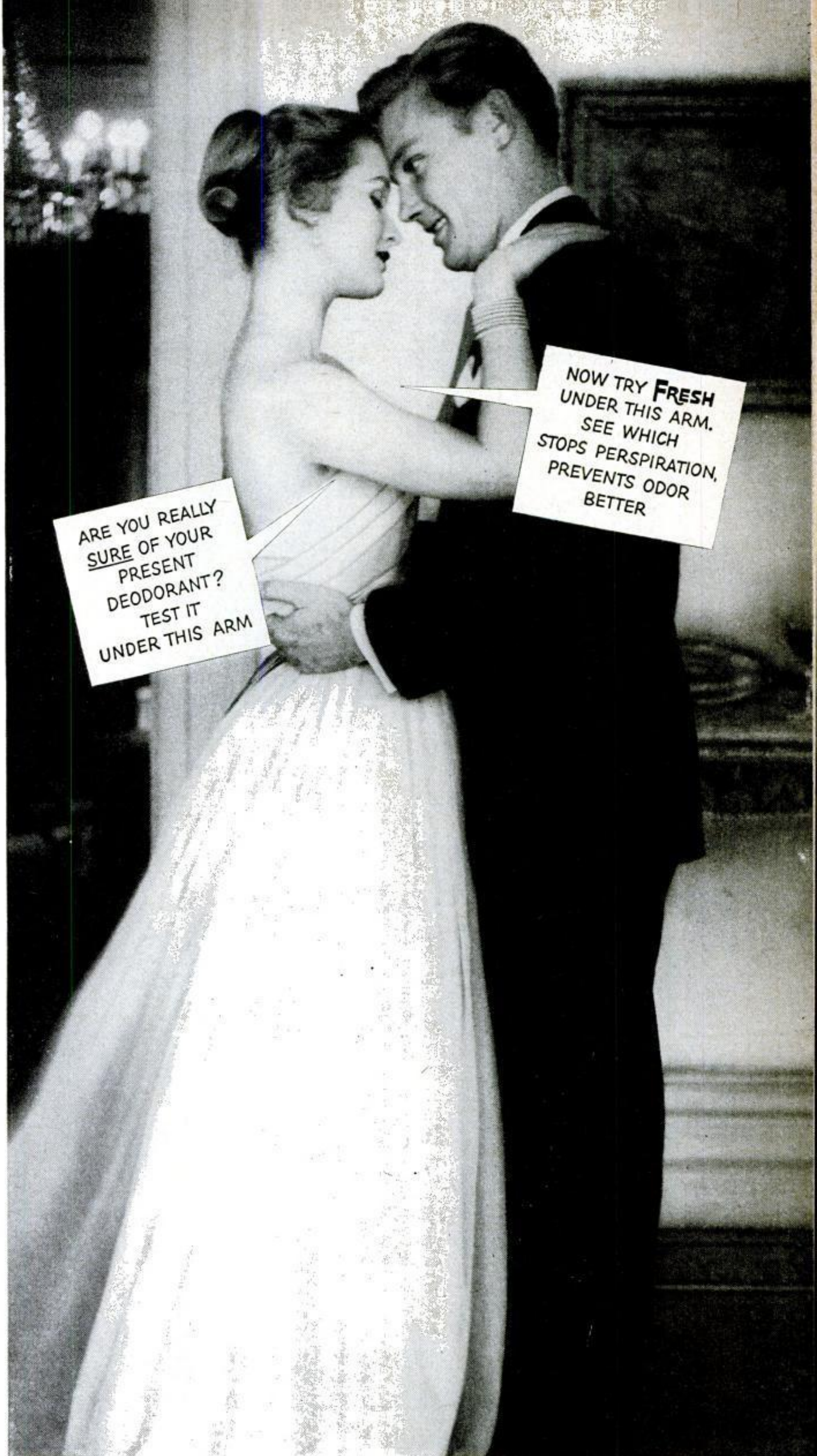
CARTE BLANCHE
For God's sake, take Blanche home

FRENCH

phrases that have become common expressions

these zany and often ribald translations of familiar French phrases began, but swapping collections has recently become a popular parlor game. This month Doubleday & Co. is publishing the fine collection gathered by F. S. Pearson and accompanied by the drawings of Richard Taylor. Some of the phrases have been going the rounds in public for years, others Pearson made up himself with the aid of a French-English dictionary. On these pages are some of the 44 Pearson-Taylor gems which are likely to make *Fractured French* a national institution.

CONTINUED ON NEXT PAGE



Are you always Lovely to Love?

Suddenly, breathtakingly, you'll be embraced . . . held . . . kissed. Perhaps tonight.

Be sure that you are always lovely to love; charming and alluring. Your deodorant may make the difference. That's why so many lovely girls depend on FRESH Cream Deodorant. Test FRESH against any other deodorant—see which stops perspiration . . . prevents odor better! FRESH is different from any deodorant you have ever tried—creamier, more luxurious, and really effective!



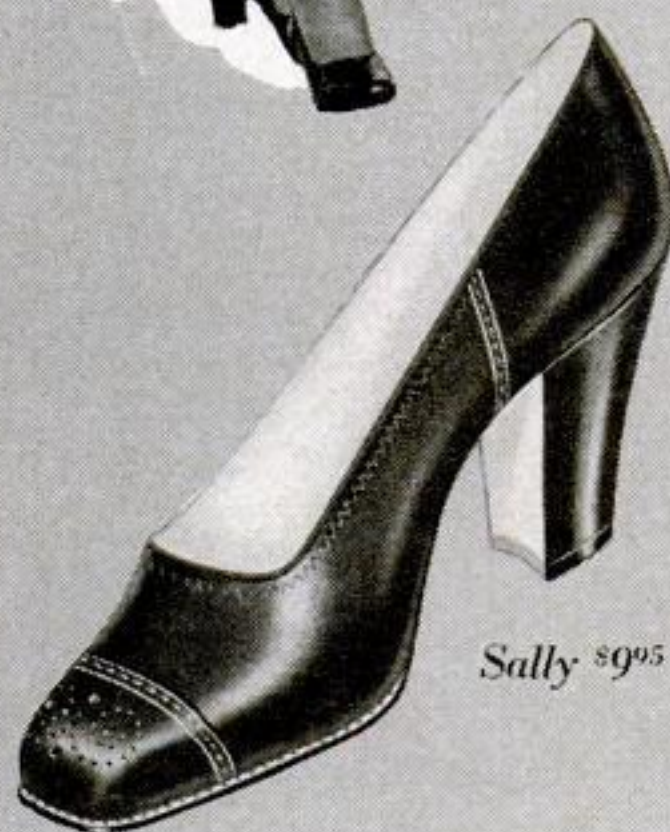
For head-to-toe protection, use new FRESH Deodorant Bath Soap. Used regularly, it is 20 times as effective as other type soap in preventing body perspiration odor, yet mild and gentle.

Copyrighted material

the invisible "it" - Fit in
America's Smartest
Walking Shoes



Edith \$9⁹⁵



Sally \$9⁹⁵



Saucy \$9⁹⁵

Some ENNA JETTICK Styles
are made in sizes 1 to 12
widths AAAAA to EEE

\$7⁹⁵ to \$9⁹⁵

A few at \$10⁹⁵

All over the country quality-minded women are asking for ENNA JETTICKS, "America's Smartest Walking Shoes." With their famous invisible "it" factor — fit! With their clearly visible good looks! See your local dealer this week for these nation-winning, nation-walking shoes!

ENNA JETTICK SHOES, INC.
AUBURN, N. Y.

THOSE COMFORTABLE
Enna Jetticks
America's Smartest Walking Shoes

Fractured French CONTINUED



PAS DU TOUT
Father of twins



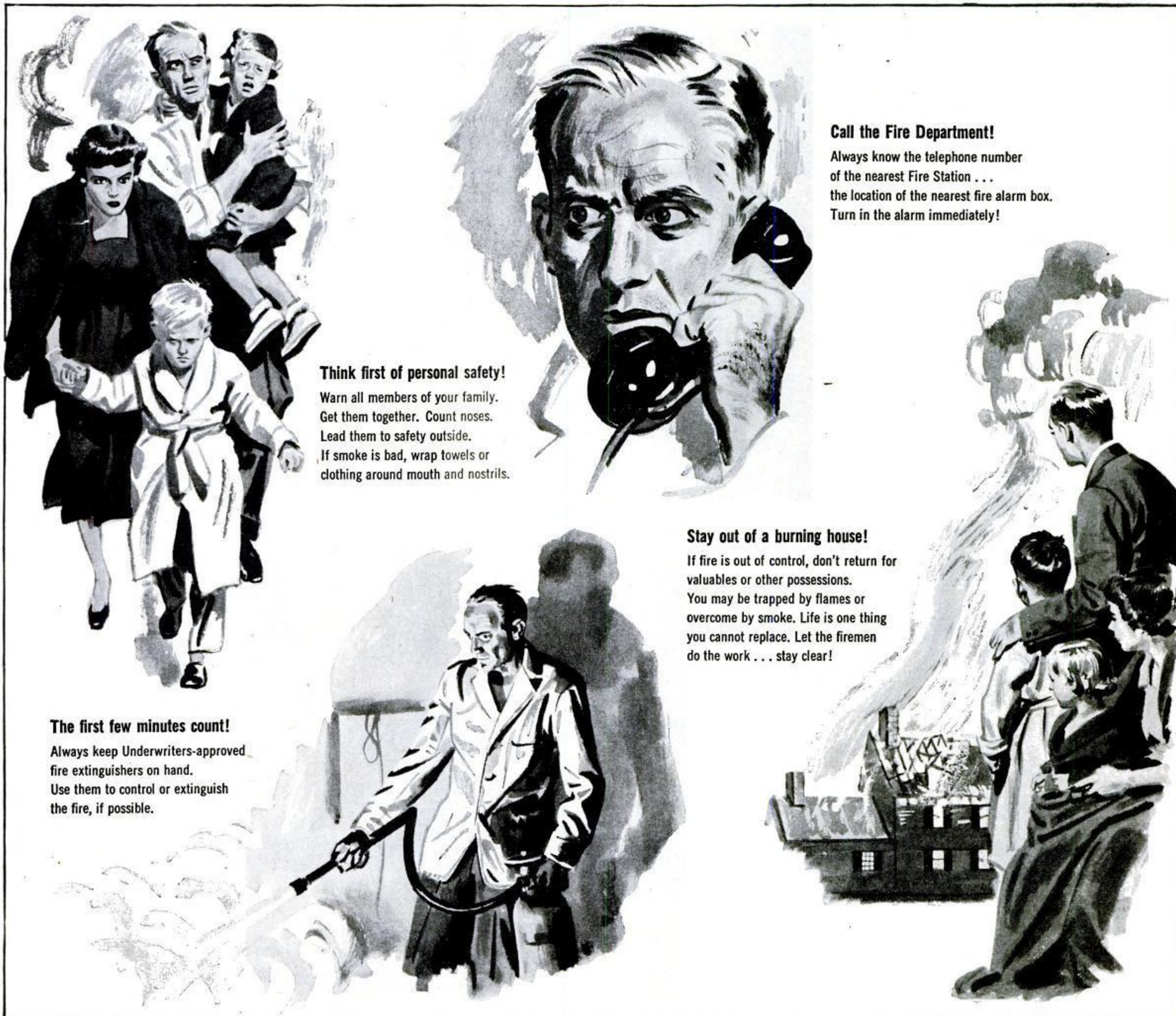
MAL DE MER
Mother-in-law



C'EST A DIRE
She's a honey

CONTINUED ON PAGE 138

What to do when your house is on fire



Call the Fire Department!

Always know the telephone number of the nearest Fire Station . . . the location of the nearest fire alarm box. Turn in the alarm immediately!

Think first of personal safety!

Warn all members of your family. Get them together. Count noses. Lead them to safety outside. If smoke is bad, wrap towels or clothing around mouth and nostrils.

Stay out of a burning house!

If fire is out of control, don't return for valuables or other possessions. You may be trapped by flames or overcome by smoke. Life is one thing you cannot replace. Let the firemen do the work . . . stay clear!

The first few minutes count!

Always keep Underwriters-approved fire extinguishers on hand. Use them to control or extinguish the fire, if possible.

What to do before fire strikes

See an Agent of one of the North America Companies. If you do not know who he is in your community, write us, and we'll see that he gets in touch with you. He'll make sure that your insurance gives you full protection against loss by fire. What's more, he'll give you friendly, competent advice on all your insurance problems. And he'll show you how little it costs to

have the best protection, expertly tailored to your own needs. You'll feel safer knowing, too, that your insurance will be placed in one of America's oldest, strongest and most progressive organizations.

Remember, the few minutes you spend with the North America Agent may save you a lifetime of regret. Don't wait! See him now, won't you?

Insurance Company of North America, founded in 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the North America Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance, including Automobile, Accident, Aviation and Liability insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers.

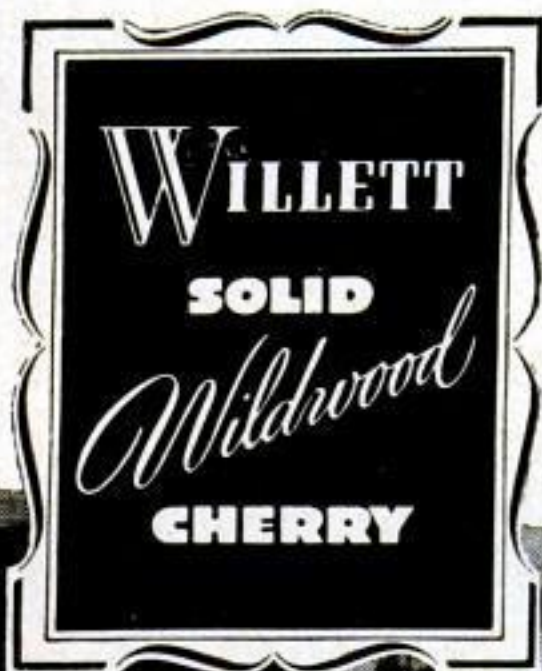


**INSURANCE COMPANY OF
NORTH AMERICA
COMPANIES, Philadelphia**

Insurance Company of North America
Indemnity Insurance Company of North America
Philadelphia Fire and Marine Insurance Company



Table
\$163.00



Arm Chair
\$38.00



NOW YOU CAN HAVE A DINING ROOM IN

Sumptuous Solid Cherry

FROM THE ELSWICK COLLECTION

The decorators and merchandising people who've seen the new Elswick group have been wildly extravagant in praising it. It's been at least 150 years since fine American cabinetmakers produced anything like it. Unless you're a sesquicentarian you've never seen such magnificent cherry in a store before.

It's got the age-ripened color, the delicacy of line, the time-and-painstaking niceties of construction you'd expect to find in a museum. Yet it embodies such contemporary pieces as the drop-leaf table, the most popular in America today. Assembled under the direction of Frederick Elswick, eminent American architect and antiquarian, it is produced by Willett in the finest of American cabinet woods, SOLID wild cherry — at modest prices* for your home; your pleasure—today and the rest of your life.

America's largest maker of
solid maple and cherry furniture for living
room, dining room and bedroom.

*Open stock or en
suite, prices are
very reasonable.
All the pieces
in the photo-
graph, for in-
stance, cost
you about \$690.



Chair
\$31.50



Table
\$71.50

* Prices F. O. B. Louisville

CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY

Fractured French CONTINUED



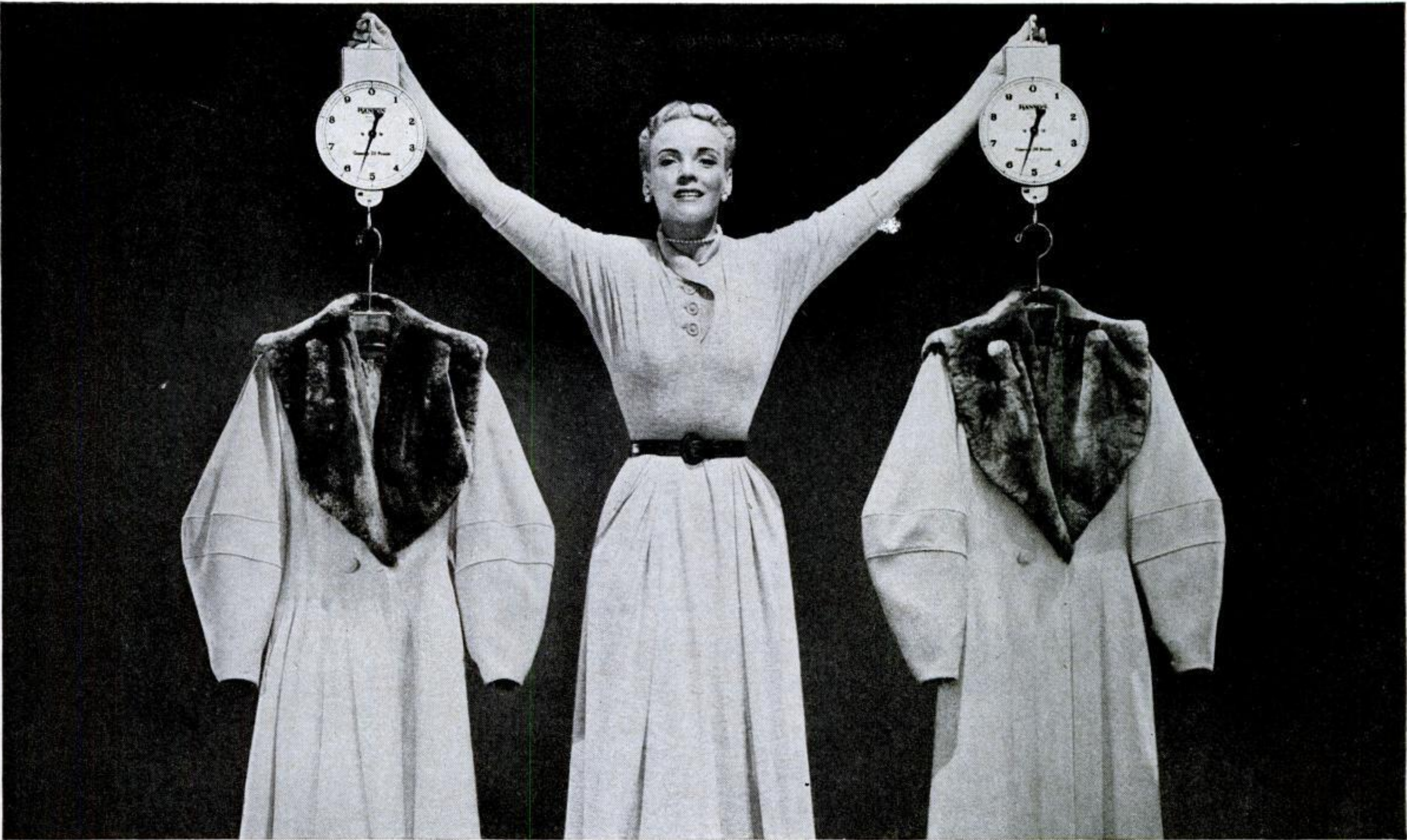
HONI SOIT QUI MAL Y PENSE
I honestly believe I'm going to be sick



ENDIVE
Nightclub



PIECE DE RESISTANCE
Shy girl



Which coat is warmer? Get ready to be surprised! In spite of the fact that the two coats shown above look alike, and weigh almost exactly the same, the coat on the

left is by far the warmer of the two. The secret is its fabulous MILIUM* lining which multiplies the warmth of the coat, without adding an ounce to its weight!

Looking for warmth? Don't look for weight . . .

LOOK FOR MILIUM!*

New scientific textile discovery multiplies
the warmth of any garment
without adding an ounce to its weight!



MILIUM*-lined coats for men and women provide extra warmth for chilly days, plus the freedom of movement usually found only in lightweight garments!

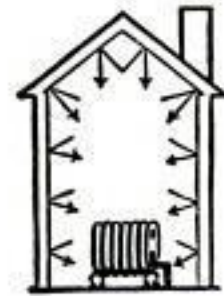


Jackets for children with MILIUM*-labeled linings mean extra outdoor warmth, plus the light weight, the freedom of movement that active youngsters need!

NOW—for the first time—amazing extra warmth can be incorporated into any fabric, even lightweight materials like seersucker and nylon! The secret is wonder-working MILIUM.* It multiplies the warmth of a garment without adding an ounce to its weight!

Currently available in MILIUM*-lined women's coats, men's coats, sportswear, rainwear, and children's outerwear on display in leading stores. Look for them. Here's how MILIUM* works:

1. Medical science says that people feel cold due to the over-rapid loss of their animal (body) heat, and that up to 85% of that loss may be through a physical process called RADIATION.
2. RADIATION is what a radiator does. Like a radiator, your body gives off heat rays, too.
3. You feel warmer when something happens to check, or slow down that loss of body heat by RADIATION.
4. MILIUM* slows down that heat loss by reflecting your body heat right back where it came from—to the body! To illustrate:



You insulate your house to hold the heat inside . . . to keep it from escaping through the walls!
MILIUM* insulates your body in much the same way by trapping the body heat and reflecting it back to warm your body!



In buying cold-weather clothing for any member of the family look for the MILIUM* label! For more information, write: Deering, Milliken & Company, Inc., 450 Seventh Ave., New York, N. Y.



*MILIUM is a proprietary mark which has been licensed solely to Deering, Milliken and Company, Incorporated or its affiliates for use in connection with resinated metal-sprayed fabrics, and may be used on such goods processed by them for themselves or others (or on garments and articles manufactured therefrom) and which meet the rigid standards of the license.



THE BATTLE AGAINST ENGINE WEAR



Amazing anti-wear ingredient in revolutionary purple motor oil

Laboratory tests show that the biting action of acids on metal surfaces can cause up to 80% of engine wear! These acids are a by-product of combustion. They gradually contaminate the motor oil and attack metal surfaces.

Union Oil Company has discovered an ingredient that has such an amazing ability to neutralize acid that engine wear due to acidity is no longer a problem.

↑ **PIONEERING THE DEVELOPMENT** of an additive in motor oil to combat acid action, Union Oil Company scientists have discovered a combination of chemicals that gives Royal Triton an alkaline reserve potent enough to counteract acidity under all driving conditions.

↓ **IN STANDARD LABORATORY TESTS**, two leading Pennsylvania-type oils and three leading compounded oils in the United States were compared with Royal Triton on their ability to neutralize acid. Diagram below shows the results. Royal Triton with its alkaline reserve agent was able to neutralize far more acid than any of the other oils tested—many times more than encountered in normal driving.

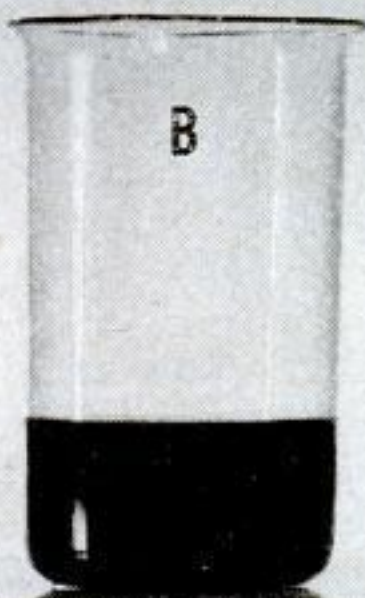
ACID NEUTRALIZING ABILITY OF LEADING MOTOR OILS

1 PART OF OIL A
CAN NEUTRALIZE
A TRACE OF ACID

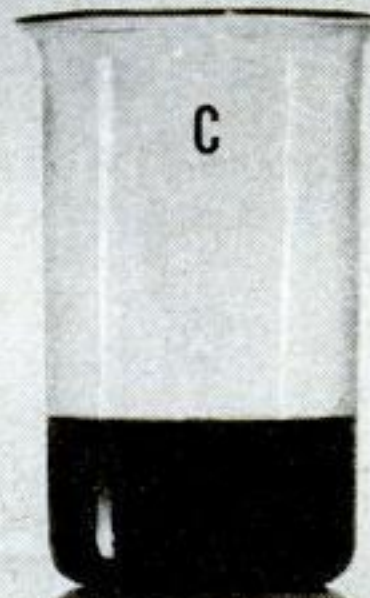


PENNSYLVANIA-TYPE OILS

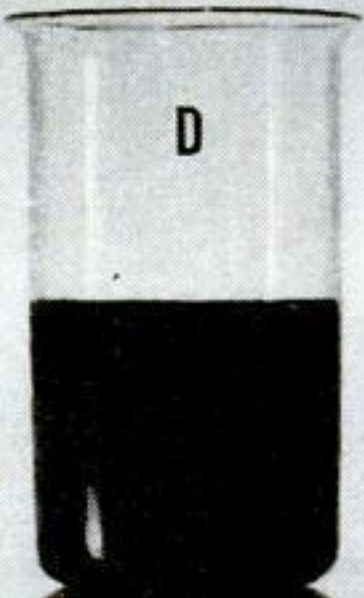
1 PART OF OIL B
CAN NEUTRALIZE
0.56 PARTS OF ACID



1 PART OF OIL C
CAN NEUTRALIZE
0.52 PARTS OF ACID

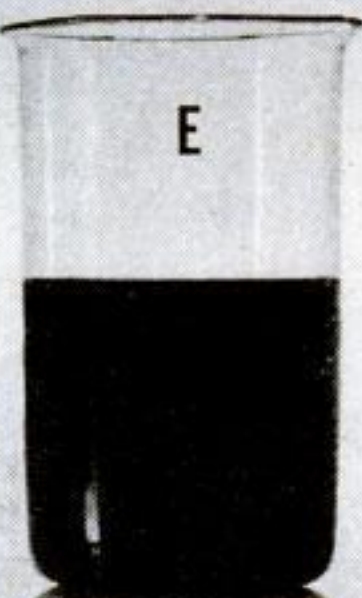


1 PART OF OIL D
CAN NEUTRALIZE
1.78 PARTS OF ACID

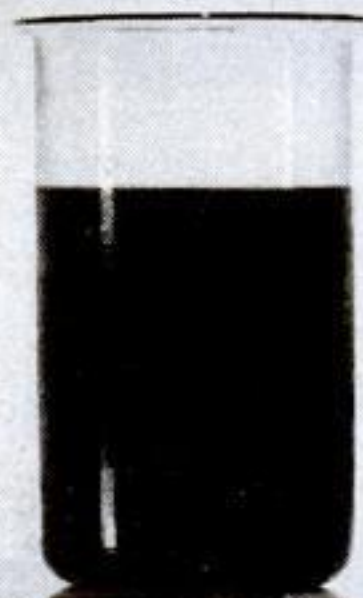


LEADING COMPOUNDED OILS

1 PART OF OIL E
CAN NEUTRALIZE
2.02 PARTS OF ACID



1 PART OF **ROYAL TRITON**
CAN NEUTRALIZE
3.09 PARTS OF ACID



ROYAL TRITON



THE NOW FAMOUS 30,000-MILE ROAD TEST—in which four new cars were run the entire distance without oil drain—proved the amazing ability of Royal Triton's alkaline reserve. At the end of the run, engines showed no measurable wear. The oil was *still* not acid after being run a distance equivalent to three years' normal driving!

THIS GREAT PURPLE OIL is available in many areas throughout the United States. If your dealer doesn't carry Royal Triton, ask him to stock it for you.



ROYAL TRITON 45¢ PER QUART
America's Finest Motor Oil
UNION OIL COMPANY OF CALIFORNIA
Los Angeles • New York • Chicago • Houston • Great Falls



IN BED at the orphanage Bernd dreams of a lovely life he would like to lead as an Indian prince with flocks of servants, "gold-embroidered clothes" and an elephant all his own.

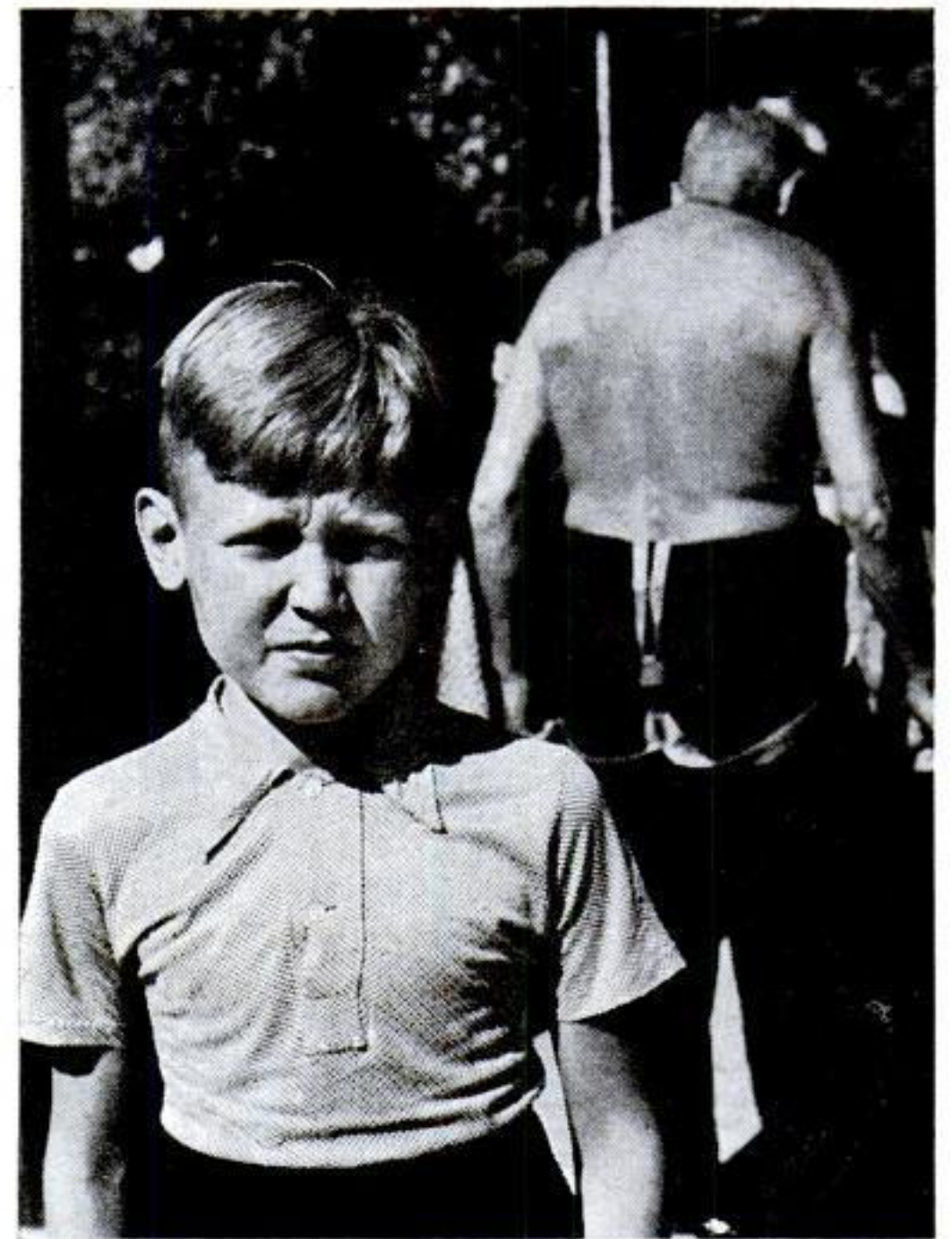
"I Wish I Were..."

BAVARIAN BOYS DREAM OF GLORY

Bernd Huschens, 11 years old, is a little boy who lives in a big house and daydreams, as all little boys do, about living somewhere else, in a world of his own making. The big house he dwells in is an orphanage in Munich, Germany, where Bernd has lived since the death of his father, a German army officer. Recently a reporter and photographer from the German magazine *Heute* asked Bernd and 900 other children in a Bavarian school to write compositions about what they would like to be and do if a fairy should grant them three wishes. Then they took pictures to show what it would be like if the boys' wishes came true. As an indication of the war's effect on German children the magazine's project was inconclusive. But it was a fascinating source of clues to the moods and perhaps to the personalities of children who would like to be Indian princes or boxing champions.

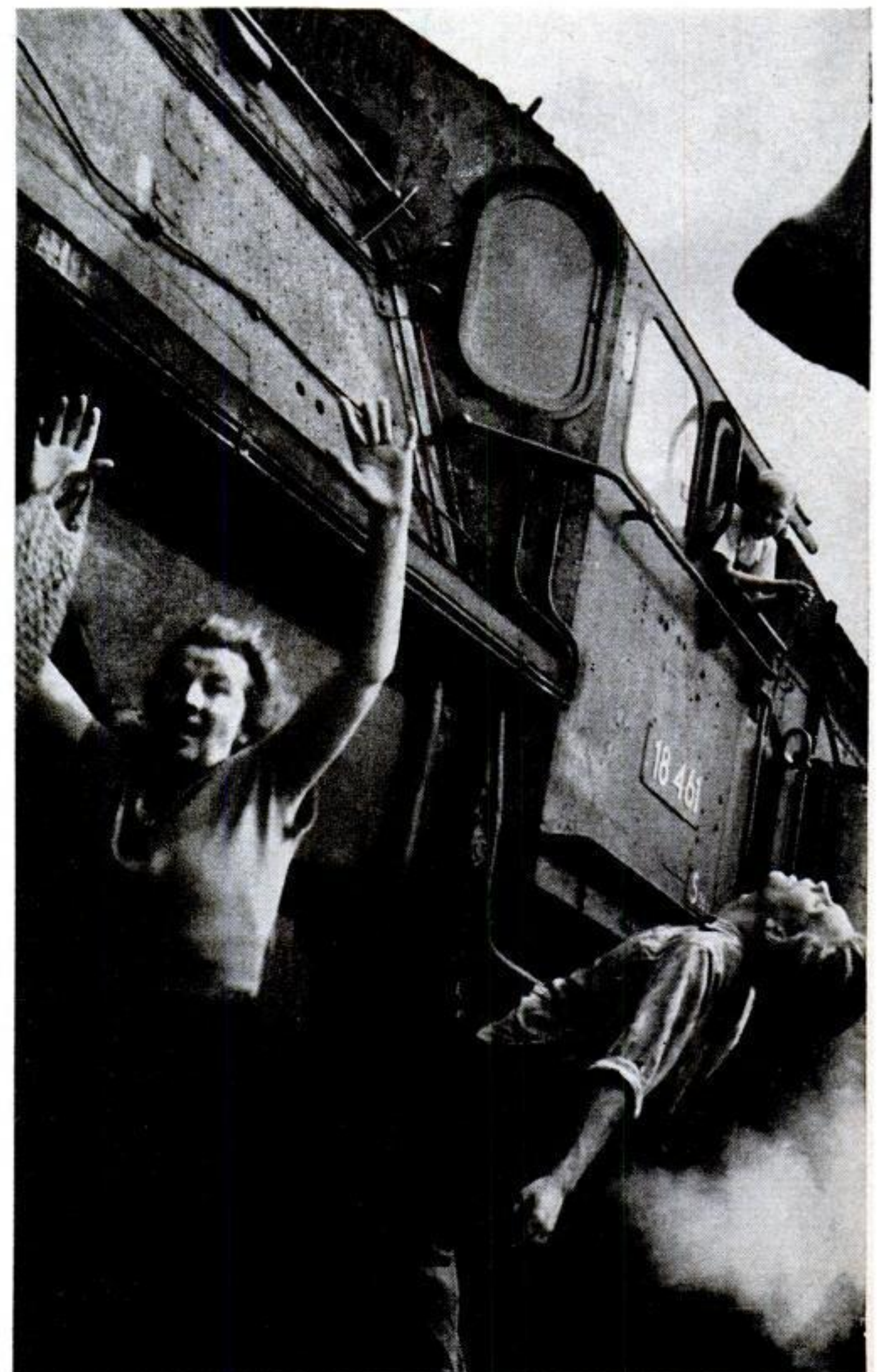


IN "PALACE" set up at America House, Munich, Bernd peers shyly at a real live snake dancer whom, in dreams, he would "watch until my court physician advised me to go to bed."



"IF I HAD A LOCOMOTIVE"

FATHERLESS AND UNHAPPY, Manfred Dietl, 11, son of a musician who has been "missing in action" since 1945, often visits his grandfather in his workshop (above). His mother seems to favor his two younger sisters, and at times Manfred violently takes out his resentment by throwing tools around the shop. If he got his wish to own a locomotive, he says, "I would rush down the street at 150 kilometers an hour and knock everybody over in a heap."



CONTINUED ON PAGE 137

Her most Cherished Possession

INTERLOCKING
Feature Lock
ENGAGEMENT & WEDDING RINGS

Exquisitely designed with a flair for fashion!
Buy and wear separately or together.

POPULARLY PRICED AT YOUR JEWELER'S

FREE! "The Enchantment of Rings"
—Interesting, informative 16-page booklet—yours for the asking.
Write Dept. 15.

FEATURE RING CO., INC.
126 West 46th St., New York 19

the NEW!
Feature Lock Rings interlock perfectly... your diamonds always in full view!

the OLD!
Ordinary rings twist, tilt, shift on your finger.

WARNING!
Tests show that shampooing tangles and mats mohair or human hair doll wigs!

Toni Dolls only Have Washable Nylon Hair!...nylon hair actually improves with washing

Toni PLAY-WAVE KIT WITH EVERY Toni DOLL
Creme-shampoo, curlers, safe wave-lotion, instructions
Toni Doll is made by IDEAL
\$1.98, \$1.50, \$1.19, \$1.00

AT BETTER DOLL DEPTS.

SAVE YOUR SNAPSHOTS

Mounties PHOTO CORNERS
Fit BETTER Stick BETTER Look BETTER

10c AT CHAIN, DRUG AND VARIETY STORES

MR. PEANUT
Salt and Pepper Shakers

New, colorful table fad. Lustrous plastic 3 1/2 ins. high. Send only 20c and two empty PLANTERS PEANUTS bags per set. Your choice: red, blue, ivory or green. Order today. Address PLANTERS PEANUTS, Dept. L8, Wilkes-Barre, Pa.

only 20c A PAIR



MEN OVER 25
with thinning hair
GROOM IT WITH KREML

**TO AVOID A GREASY, SHINY-LOOKING SCALP
TO MAKE HAIR LOOK MORE ABUNDANT!**

If you're feeling self-conscious about your hair getting thin on top or receding at the temples, don't call attention to your thin hair by plastering it down with greasy, sticky products which leave an unsightly, dirt-trapping, shiny film on the scalp. Now's the time to graduate to Kreml Hair Tonic!

Kreml is different from any dressing you've ever used. It never looks greasy or sticky—never plasters hair down.

Instead, Kreml is especially blended to make hair look naturally well-groomed—to make hair look thicker—like more than you've got. Also unsurpassed to remove dandruff flakes and to give sleepy scalps a delightful 'wake-up tingle.' So change to Kreml!

Kaiser's got it...



*Kaiser DeLuxe Club Coupe**

and it's Great!



*Kaiser DeLuxe 4-Door Sedan**

1951 Kaiser ...the only car with Anatomic Design!

Kaiser's got it—exclusive new Anatomic Design—and sales prove that it's the greatest motoring idea in years! Anatomic Design combines styling and engineering to fit your driving needs as no other car has ever done before. Here's what it gives you:

Control-Tower Vision...greatest window area—no "blind spots"! Supersonic Engine...for thrifty High-Torque Power! High-Bridge Doors...curved into roof—no stooping! Tuck-Away Tire Well...

for more luggage space! Safety-Cushion Padded Instrument Panel...protection against sudden stops! Level-Flight Springing plus Low Center of Gravity...for a road-hugging, curve-holding ride! Truline Centerpoint Steering...so easy to handle.

See your Kaiser-Frazer dealer now—and try Kaiser's new exclusive Anatomic Ride!

**One of 6 body styles and 12 models.
Hydra-Matic Drive available in all at extra cost.*

Built to Better the Best on the Road!

Something wonderful
has happened to
Puerto Rican Rum!



*Rum
on rocks*



*Straight
Rum*



*Rum
highball*



*In less than a year,
America's most popular
new drink —*

and it's growing more popular every day!
Join the millions who have made this
thrilling discovery. Taste the reason for
the sudden swing to Puerto Rican rum.
Make the expert's test . . . sip one of
the fine Puerto Rican rums straight.
So smooth . . . so mellow! Try it in a
highball or "on the rocks." Savor that
grand, light, dry flavor! Been missing
something, haven't you?

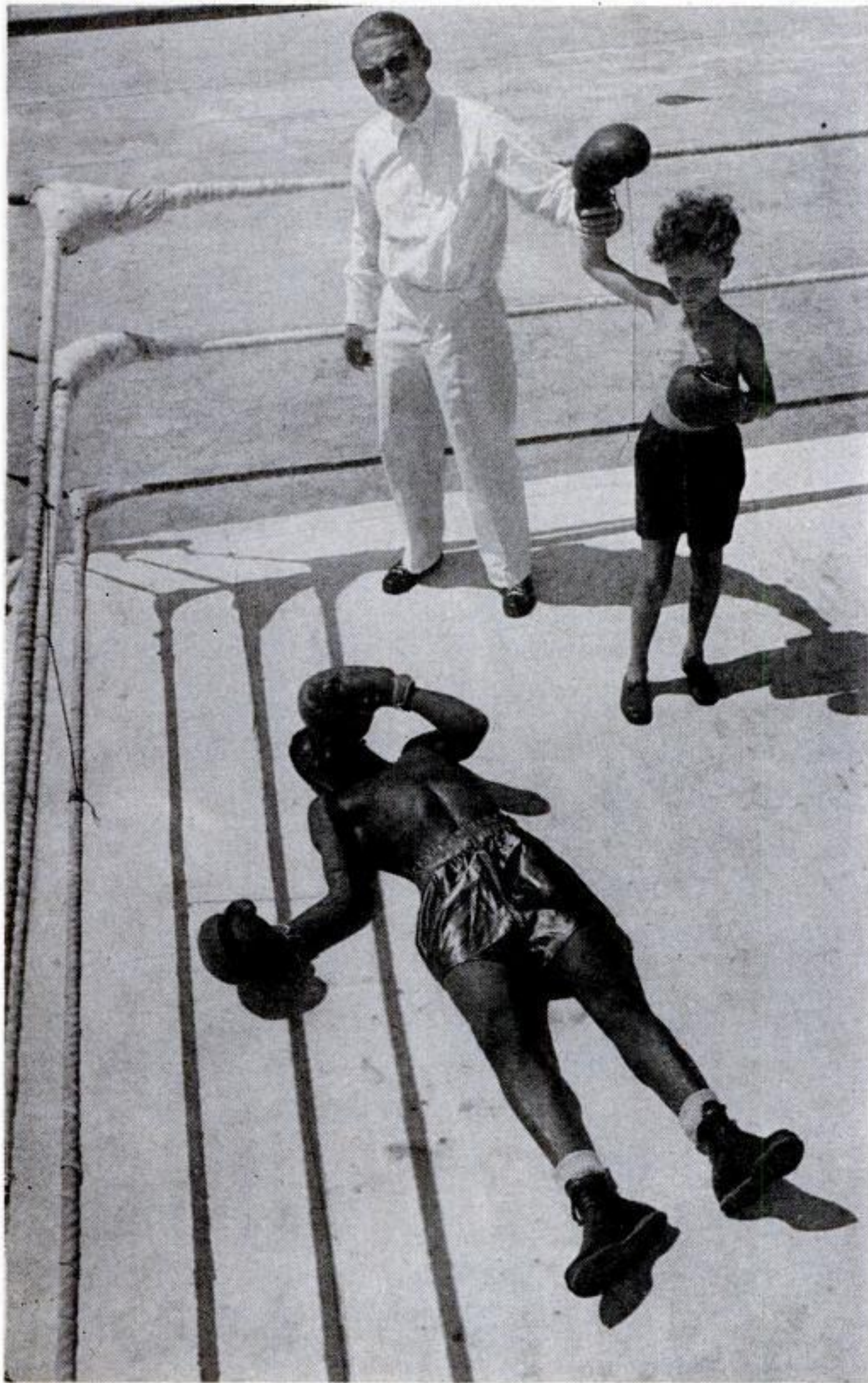
There are many proud brands of
Puerto Rican rum. To be *sure*
of fine quality, look for these
words on the label

Puerto Rican Rum



"THE BEST BOXER IN THE WORLD"

WEAKEST BOY in his class, Dieter Züreich, 10, the son of a seamstress and a revenue officer, would go to a championship fight if he got his wish. "Then," Dieter says, "when the world champion K.O.'d his opponent I would challenge him. He would laugh, of course, but . . . I would knock him out in the third round. Then all the spectators would cheer me. I would earn a lot of money at every boxing match. Then all the boys would want to play with me."



CONTINUED ON NEXT PAGE

No other mixer is so **Handy**
and so truly **Portable**
and so very **Powerful**

FOR EVERY FOOD MIXING JOB



Osterett
MADE BY OSTER
2 BEATER PORTABLE ELECTRIC MIXER

- Mixes
- Mashes
- Creams
- Whips
- Beats

Make your meals easier, quicker with this amazing food mixer
For mixing heavy cake batter, beating one egg in a cup, mashing potatoes at the stove, or ANY food mixing job, your handy Osterett is unsurpassed! Its famous Oster-built motor gives MORE POWER PER POUND THAN ANY OTHER MIXER, yet Osterett is so light, so easy to carry from stove to table to sink with its 8-foot cord. Osterett is perfectly balanced, easy to hold... fits the natural grip of your hand, is never tiring. Detachable stainless steel beaters clean quickly. No special bowls needed; no large storage space. Keep in cutlery drawer or on its own wall bracket.

\$14.95
Only



Oster
GUARANTEED QUALITY

Other Useful and Unusual Electric Housewares by OSTER

 OSTERIZER Liquefier-Blender Remarkable aid to better health; cheaper, more interesting meals. Easy-to-clean Leakproof container opens at both ends. \$34.95	 OSTER Airjet Hair Dryer Exclusive jet design dries hair faster. Controlled hot or cold air. Hold in hand or stand on table. \$14.95	 OSTER Massage Instrument World's finest instrument for real Swedish-type massage. Relaxes nerves, tones muscles, stimulates circulation. \$24.50
--	--	---

© JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

Here's the *ONLY* Cough Drop...



...REALLY MEDICATED
with throat-soothing ingredients
of famous Vicks VapoRub... *plus*
other cough-easing medications

**THAT'S WHY THEY'RE
SO EFFECTIVE!**



Most of us are apt to go through life being amazed, amused or bored by the people and things around us and sometimes forgetting that we, too, are on display. Tom Hall neatly suggests this in his painting of a young man at an art gallery

that appears on another page of this magazine.

In this instance, though the young man may be lost in the abstract, he is on firm ground sartorially. He's wearing a Woodland Tone sharkskin, and he couldn't do better. For sharkskins have gained steadily in favor and will very probably be this season's most popular suit.

Like all other fabrics and weaves, there are the good and the not-so-good sharkskins. Among the very best are those tailored by Hart Schaffner & Marx. They look smartly conservative and wear remarkably well. Your dealer will show you a wide range of shades. And he is interested in seeing that you are properly fitted.

DREAMERS CONTINUE



"I HAVE WISHED TO BE GOD"

RAILROAD INSPECTOR'S SON, Horst Ferino, 10, would be sitting on top of the world, not in his family's cramped flat, if he got his wish. "For if I was God, the whole thing would be simple. . . . I would travel the world in my own great ship. I would sit on the tall buildings in America and look at the herds of horses. But I would also not forget the poor people and the sick. The workers would have to get more money and all sick people should get well."



Dan'l Boone

never heard of Logistics



Logistics is a two-dollar word for the business of moving and supplying the fighting man in the field.

And though Dan'l Boone was a first-class fighting man, he didn't have to bother about logistics. With his rifle, a powder horn and some lead, he could keep going for months on end.

Not so today! For now *6 tons* of freight must go with each soldier sent overseas and *another ton* must be coming in every month to keep him in the field. And the great bulk of all this freight must be hauled to camp, port, and base by the railroads.

Yes, America's railroads are old hands at the logistics business.

During World War II, they hauled more than 90 per cent of all war freight and handled 97 per cent of all organized military travel. And don't forget that every day in the year railroads move freight equal to hauling 10 tons one mile for every man, woman and child in America.

It all adds up to a gigantic moving job—the sort of job that only railroads can handle.

Because their role is so vital, the railroads have moved to increase their capacity. In addition to 4½ billion dollars spent since World War II on new equipment and improvements, they are now spending 500 million dollars more for new freight cars—all as part of their program to provide the nation with the transportation it needs in peace or in war.

*** *Association of*
American Railroads ***

WASHINGTON 6, D. C.



Listen to THE RAILROAD HOUR
Every Monday evening on NBC

MARK CLARK SPEAKS OUT

Winston Churchill called him "The American Eagle." Towering (6 foot 3) Mark Wayne Clark was the personification of the stubborn toughness of the American soldiers who slogged and slugged their way up the peninsula of Italy. As commander of the Fifth Army, Lieut. General Clark found himself in the midst of some of the most controversial battles of World War II: Anzio,

A SOLDIER'S life in combat is an endless series of decisions that mean success or failure, and perhaps life or death for himself or his comrades. The rifleman crawling through the rubble of a bombed-out street must decide on the best moment to escape enemy fire as he dodges from one doorway to the next. He must take a chance. The general seeking to break an enemy defense line and destroy his forces must decide just when and how to strike and precisely to what extent he dare weaken one sector of his front in order to mass overpowering strength at the main point of attack. He, too, must take a chance, although, in the stilted phraseology of military communiqués, he calls it a "calculated risk."

The Allied campaign in the Mediterranean during World War II was, from the beginning, a gigantic calculated risk. We had to open an initial front against Germany and Italy in 1942 and, after weighing the odds for months, we took a chance on what Prime Minister Winston Churchill called "the soft underbelly of the Axis." We risked stripping the British Isles of fighting power. We took a chance—and a grave one—that the French in North Africa would join us instead of fighting us. We risked a German counterattack through Spain that would have severed our supply lines. We risked untried American forces against veteran enemy armies at a time when defeat would have been an almost fatal disaster.

The theory was widely held at the beginning of the Mediterranean campaign that the German armies could not fight effectively in Italy. This was wishful thinking. Throughout the Italian campaign, the Allied armies had to fight for almost every foot of ground against a determined, homogenous, experienced and powerful foe. The enemy was able to capitalize on the great advantages given him by ideal defensive terrain and long periods of rainy weather. He had a cohesive, mobile fighting force and if he suffered from lack of reinforcements or supplies, it never was evident from our side of the battle line until the closing days of the war.

On the other hand, the Allied offensive wallowed in the mud and ground its way against mountainsides where only a pack mule and sometimes only a man could carry ammunition and food. Against the tightly knit German armies, we were an unavoidably awkward collection of Allies from a dozen different nations, speaking different languages, believing in different Gods, using different equipment, and, on occasion, seeking different goals in accord with our different nationalistic backgrounds and ambitions. Ours was a hodgepodge army in Italy and one of the miracles of the war, it seems to me, was the fact that instead of splitting into fragments under the stress of battle, it became the first army in history to advance from the toe to the top of the Italian boot.

I realize that some responsible persons have doubted the wisdom of the Italian campaign or have expressed the belief that the long, costly drive up the Italian boot should have been halted as soon as we had captured the big port of Naples and secured the air bases that we needed. The argument in support of this theory has been that the expenditure of lives, equipment and effort could have been better directed toward the defeat of the Germans on their home grounds.

To me, this argument ignores the basic purpose of our Italian campaign, which was to engage and attack—always attack—as large a part of the German army as possible in order to prevent the enemy from bringing his full strength to bear against the Allied fronts in France and Russia. It is true that, particularly after the Allied invasion of France, we were a "forgotten front" which, until the spring of 1945, never had enough men or enough equipment to mount a quick, decisive and fatal blow at the enemy; but



FIELD FORCES COMMANDER CLARK, now boss of Army ground troops, inspects U.S. maneuvers in Germany. He will possibly head combined Western forces in Europe.

COPYRIGHT, 1950, BY MARK W. CLARK

HE STATES WE SHOULD HAVE ENTERED BALKANS, SHOULD NOT HAVE BOMBED CASSINO. HE STANDS PAT ON RAPIDO

by MARK W. CLARK

the Rapido, Cassino. Accordingly, his own account of the campaign has been long awaited. It comes this week in his book, *Calculated Risk* (Harpers, \$5). With soldierly bluntness, Mark Clark tells the behind-the-scenes story of the sometimes bitter, sometimes funny but always courageous campaign. LIFE presents herewith some of the most provocative of General Clark's revelations.

throughout the campaign we were able to tie down approximately one million of the enemy (800,000 Germans and 200,000 Italians) in a manner that made other Allied offensives more crushingly swift.

I believe our mission was fulfilled and, save for a high-level blunder that turned us away from the Balkan states and permitted them to fall under Red Army control, the Mediterranean campaign might have been the most decisive of all in postwar history.

I learned very early in the game, though, that on the global scale of World War II, military decisions are also political ones. There were always local political problems, of course, as I found out—with extreme distaste—when I had to back Darlan instead of Giraud simply to save American lives. But the big political decisions that were made in Washington or London, or over the transatlantic telephone between the White House and No. 10 Downing Street, were the ones that sometimes irritated me most. I was—and am—aware of the need for these conferences. But it was no fun sitting in North Africa, trying to get ready for the next military action and knowing that the time for preparation would be all too short, to wait endless weeks for someone to decide, not so much strategically as politically, where we would move next.

For weeks after the end of the Tunisian campaign and the invasion of Sicily it seemed as if everybody was working out a different plan for the next operation. While we worked on a plan called "Gangway" which would involve the seizure of Naples, we received another plan, "Musket," calling for a landing on the heel of Italy. Meanwhile the British were working simultaneously on "Goblet" and "Buttress," which were landings not on the heel but on the instep of Italy. At last, after Mussolini had resigned, we got our orders for "Avalanche," a landing in the vicinity of Naples. This, after all the orders and counter-orders, was the final one.

On Sept. 9, 1943, just after the British Eighth Army had jumped across from Sicily onto the Italian mainland, General Clark led his Fifth Army, composed of both U.S. and British units, ashore at Salerno. The Italian government had now surrendered, but the German army was far from it. The Salerno fighting was bloody from the start, but on Sept. 18 the Germans started a slow retreat.

On that day we received the first of the censorship guidance instructions, which henceforth came daily from General Sir Harold Alexander, the operations over-all commander. I was shown a cable that said: "First, play up the Eighth Army progress henceforth. Second, the Fifth Army is pushing the enemy back on his right flank. Americans may be mentioned."

When men have just been through a bruising battle such as the Fifth Army had experienced, it is difficult for them to understand the reasons, if there are any, for instructions to play down their activities and play up the operations of someone else. Such instructions, however, became a regular part of the campaign, and on many occasions we had a hard time writing a communiqué within the limitations laid down for security or other reasons.

A week later General Montgomery paid his first visit to my headquarters and we discussed future operations.

Just as he was ready to leave, Montgomery spoke to me confidentially.

"Do you know Alexander well?" he asked.

"No," I said.

"Well, I do. From time to time you will get instructions from

CONTINUED ON NEXT PAGE



*there's no gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF (94.4)
DRINKS NEVER TASTE THIN WITH GORDON'S GIN

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



1

Gentler bleaching action.....

added protection for linens! There's a special reason why economy-minded housewives launder their costly linens with Clorox. For Clorox conserves precious linens... it's free from caustic, extra gentle! So if it's cotton or linen, white or color-fast, trust Clorox to make it beautifully snowy-white, color-bright... with a gentleness that means maximum life for your linens!



2

Greater disinfecting efficiency...

added protection for health! After dinner come the dishes... and disinfection of sink and drainboard with Clorox. That's a health habit in millions of American homes because Clorox not only removes stains and deodorizes, it disinfects... better, quicker than any other product of its kind! There are many such ways to protect your family's health with Clorox. You'll find them on the label.

Copy, 1950, Clorox Chemical Co.

CLOROX AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

MARK CLARK CONTINUED

Alex that you won't understand. When you do, just tell him to go to hell."

I thought this over for a moment and replied, "I've got a better idea, General. If I have that trouble, I'll tell you about it and let you tell Alex for me."

"I'll be delighted," Montgomery beamed as he climbed into a jeep and waved goodbye.

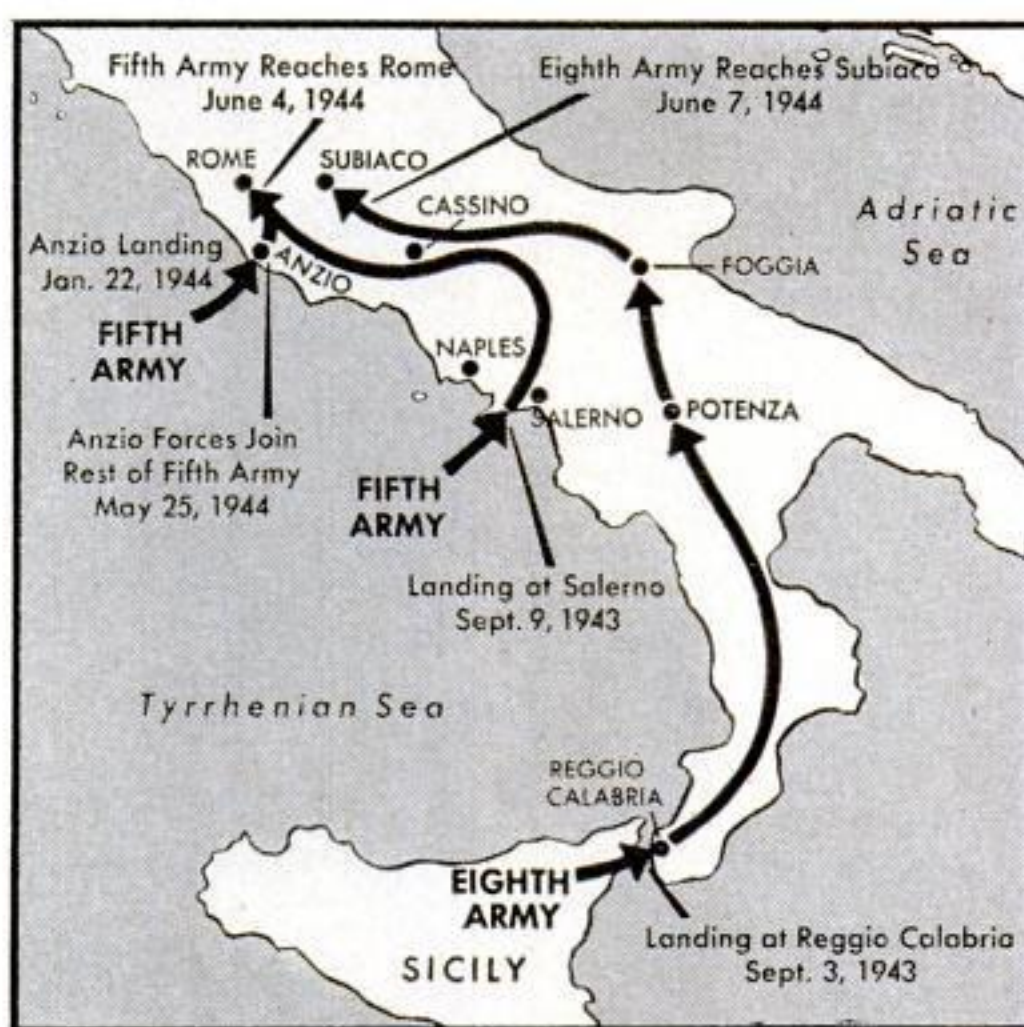
It was almost four months before General Clark's Fifth and General Montgomery's Eighth Armies had pounded their way up to the famous German "Gustav Line," the near-impregnable barrier the enemy had formed across the Liri Valley and in the jagged mountains around Cassino. Thus, in January 1944 began the goriest period of the Italian campaign. But first there was the matter of the five visiting Russian officers.

Our first attack on the enemy's Gustav Line began before the Russian mission arrived at my command post, and I was quickly involved in a multitude of decisions and orders. It was while this fighting was in progress that I received the five Soviet army officers. The party, including a General Vasilieff and a General Solodovnek, came to my van in a jovial mood and expressed great interest in getting a close-up look at the fighting.

"We want to see what the Americans are like in action against the Huns," Vasilieff exclaimed, after discussing the valiant stand of the Red Army on the Eastern Front and the manner in which they were slaughtering the enemy. "We would like to get right up to the front."

I poured him another drink of vodka, which the Russians had brought, and said, "I'll make certain that you see some fighting."

The Russians were accompanied by three American officers, but I assigned a British officer attached to my staff, Major Renwick, who spoke Russian fluently, to see that the party got a good look at what was going on. In fact I emphasized to Renwick that it would be unfortunate if our visitors were given any grounds for feeling that we didn't want them to see everything, because from their questions I was sure that they had been sent to our front to find out



THE ROAD TO ROME ran from Salerno along the coast for Fifth Army, from Reggio up the middle for the Eighth.

whether the Italian campaign had drawn off from the Russian front any appreciable German strength. We knew from questioning prisoners that it had, but the Russians had trouble believing it and were inclined to regard the Italian fighting as a picnic.

Renwick proved more than able to conduct the tour. He took them up toward the rugged 3,000-foot-high peaks of the Camino hill mass, where enemy artillery made travel more or less hazardous on any road. He put them astride some mules and led them up the twisting mountain paths where American troops were struggling to overcome mines, wired booby traps, machine-gun nests and mortar positions concealed deep in the rocky slopes. With the help of the elements, he saw that they were rained on most of the day and had to slither through sticky mud when they dismounted from the mules. Finally, to complete the picture, he got himself wounded by a shell fragment.

That night, when I saw the Soviet mission at dinnertime, they



SO SWEET TO SLEEP IN

A **Thayer** CRIB



and gently priced for young budgets, too!

The AVONLEA

The famous Thayer Crib is tops in safety, comfort and convenience, with drop sides lowered by a foot-pedal, and spring adjustable to just the right height. Your dealer has Thayer models for every taste and purse in Mapleton or Birch finish, or in white, pink or blue enamel. Send 10¢ for your copy of "PRIMER FOR PARENTS" to Thayer, Inc., Dept. L-10, Gardner, Mass.



FOR **COUGHERS!**

SCIENCE DEVELOPS AMAZING

NEW COUGH DROP
The One and Only
cough drop that
BATHES your THROAT
WITH PLEASANT SOOTHING
LIQUID MEDICINE



THE ONE

AND ONLY
COUGH DROPS

WITH
REAL LIQUID
COUGH MEDICINE



SEALED INSIDE

LIQWID CENTER
COUGH DROPS

DOUBLE QUICK
DOUBLE ACTION
COUGH RELIEF

From coast to coast Liqwid Centers are bringing quick relief to those with racking, sleep-robbing and exhausting coughs. Just try this new, handy type of treatment. It combines the convenience of a cough drop with the effectiveness of a liquid cough medicine.

Packed in beautiful metal container



12 TREATMENTS
25¢

SO HANDY FOR POCKET, PURSE OR BEDSIDE

CONTINUED ON PAGE 144



SAVES TIME! "My duties as president take me all over America every year," says Judson S. Sayre, Bendix Home Appliances, Inc. "Flying is the only way I can cover the nation and still have time at home with my family."



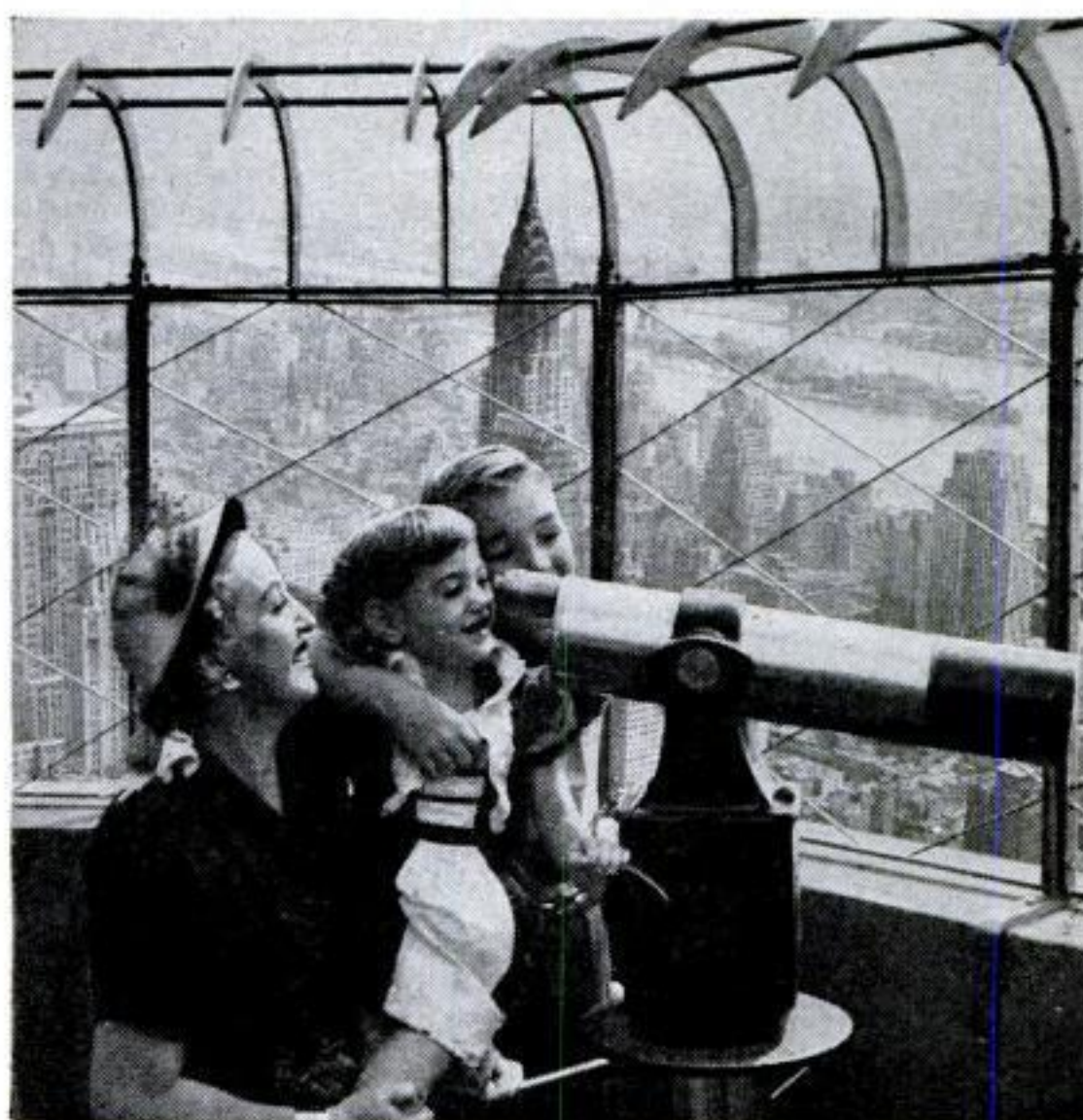
SAVES MONEY! Mr. Dan Thornton, prominent Hereford breeder of Gunnison, Colorado, and million-miler on U.S. airlines, says, "In my business, traveling by air between distant cattle shows saves me time and money."



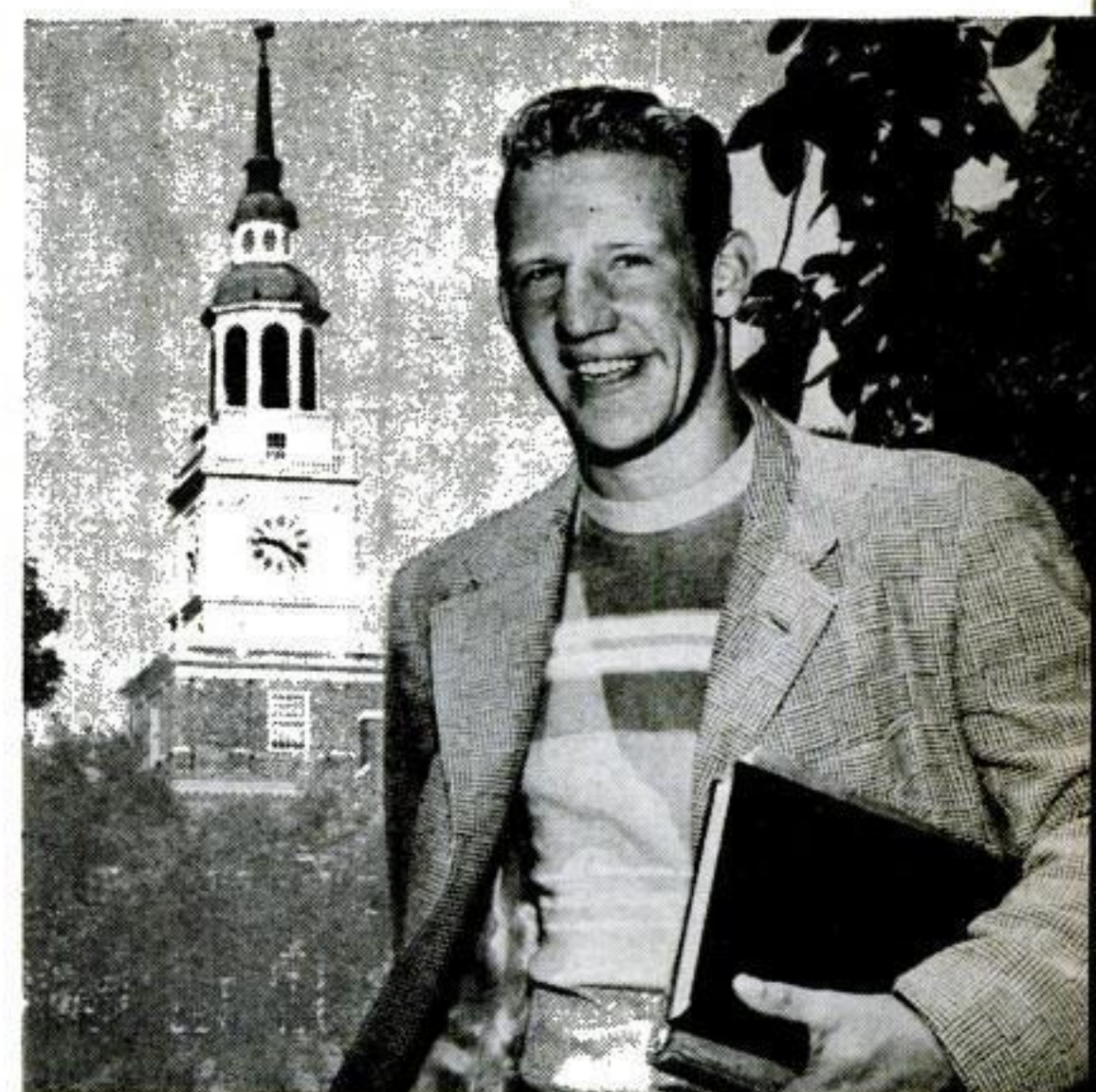
LONGER VACATIONS! Blonde Diana Blair Kenway of Greenwich, Conn., is a receptionist at Owens-Corning Fiberglas Corp. "This winter," she says, "I'm flying to Florida for two full weeks of fun in the sun."



SO CLEAN! "Every year we fly south to visit our folks," says Mrs. Robert Allen of Seattle. "With two young children flying is wonderful. It's so clean and comfortable. We're there so soon the children don't get restless."



LESS TROUBLE! "We took the whole family to New York to see the sights," says Mrs. Wilbur Shnapier of Miami Beach, Florida. "We reached New York so swiftly; and how the children enjoyed every moment in the air!"



MORE FUN! Dartmouth junior and football star Vincent Jones of Long Beach says, "Flying between California and New York always gives me a kick; there's always a friendly feeling and you meet such swell people."

Americans just naturally love to fly!

It's in the spirit of the times—this desire of modern Americans to go fast and far. And it's just natural to think of flying when you think of traveling. Today's transport airplane is a comfortable, club-like lounge on wings. It speeds you anywhere by day or night . . . across oceans or continents . . . at 300 miles per hour. You arrive clean, rested and relaxed. What's more, flying is now so *inexpensive*! There are no tips . . . no extras! On business or pleasure, it will pay you to go by air!

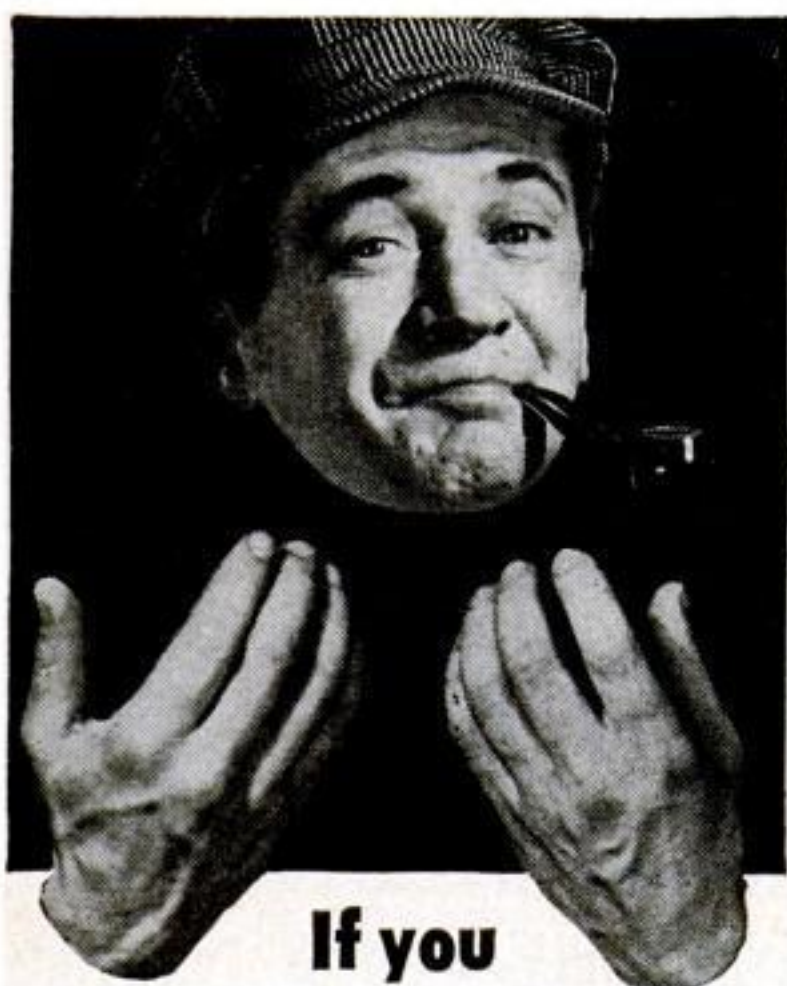
MORE PEOPLE FLY MORE PLACES BY DOUGLAS



30th ANNIVERSARY YEAR



DOUGLAS DC-6 Favored by experienced air travelers over any other transport. There's no finer, more dependable airplane in service today!



**If you
work with your Hands...**

Your hands are your fortune!

Industrial workers, doctors, dentists, outdoor workers, sportsmen, and all who suffer from rough, cracked and calloused hands will welcome 'Chap-ans'—the *only* hand cream made especially for men!

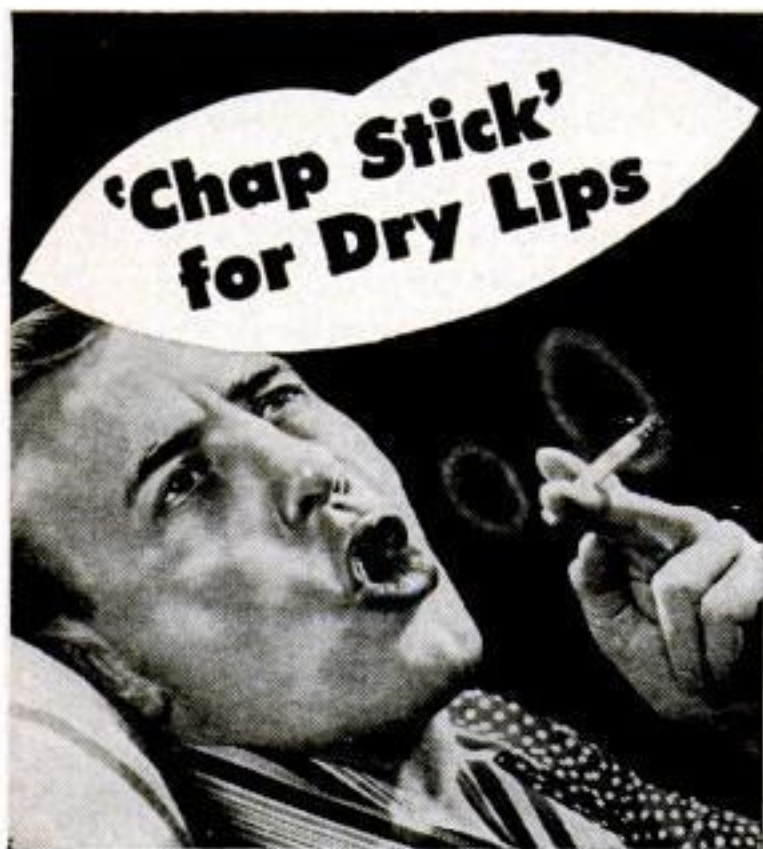
Scientifically formulated and medicated to bring swift, sure relief to hands abused by work and weather.

Buy 'Chap-ans' in the generous man-sized tube... easy to apply, quickly absorbed, wonderfully effective, antiseptic.



Chap-ans®
Chap Stick Co., Lynchburg, Va.

KEEPS HANDS FIT



Smokers have them, indoor workers have them, early risers have them—most everyone has cracker-dry lips off and on. Licking them won't help, but 'CHAP STICK' will. Its soothing comfort is swift and lasting. That harsh dryness vanishes in a twinkling—your lips feel fit.

Keep famous 'Chap Stick' handy—the great little lip reparative for chapped, cracked, parched lips. Pocket size, easy to apply—specially medicated, and the *only* antiseptic lip balm.



KEEPS LIPS FIT

MARK CLARK CONTINUED

were considerably less jovial than when they started out. Vasileff suggested that I had misunderstood his explanation of just what the mission wished to see.

"What we're most interested in," he said, "is logistics. We want to see how your rear elements are organized and how your supply problems are handled."

He took another gulp from his vodka glass. "After all," he added, "we can die for Mother Russia any day in Russia. Why should we die in Italy?"

I might mention here that later in December, Andrei Vishinsky visited Italy in his capacity as Soviet member of the Allied Mediterranean Commission, a board formed to settle political issues arising from the Italian campaign. For the next few months Vishinsky was a very active figure in Italy, with our government's full consent. The Allied attitude in this connection seemed naive in the light of later events. There was no question in my mind that, as we paid a high price to drive Germans out of Italian cities and towns, Vishinsky was busy organizing Communist activities in the liberated areas. I imagine he did a good job, because when he returned to Moscow he was decorated with the Order of Lenin for his "distinguished services" to the state.



THE RAPIDO snakes through Italian valley, under mountains which bristled with German guns on Jan. 20, 1944.

The main body of the Fifth Army, stalled in the frozen mud just south of the Liri Valley, took on a new strategic mission when other elements of the Fifth made an "end run" around the coast and landed at Anzio in January 1944. Now, to keep the Germans from throwing everything into an assault to drive the men at Anzio into the sea, the Fifth Army soldiers along the inland Gustav Line became the "guards and tackles." Their first major plunge at the German line became the most controversial battle of the Italian campaign: the crossing of the Rapido River.

I believe I should point out several factors that influenced my decisions at the Rapido. We were under strong political pressure to capture Rome. Not only did we feel it was politically necessary to take Rome, but the basis of Allied over-all strategy in Italy was to retain the initiative, thus preventing the enemy from withdrawing divisions from the Mediterranean Theater for use in the defense of France. Anzio consequently had become a vital part of that strategy; and to assure its success, it was essential that the Fifth Army exert the utmost pressure on the Gustav Line to prevent German divisions from being withdrawn and used to oppose the Anzio landings. Our mission was to attack incessantly, and that's what we did.

The Rapido is from twenty-five to fifty feet wide and flows swiftly between vertical banks from three to six feet high. In winter the river is unfordable, with water as much as nine to twelve feet deep. The town of Sant' Angelo, on a forty-foot-high bluff, gave the Germans good observation of the opposite side of the river. Enemy artillery on high peaks from Monte Cassino southward to beyond the Liri River was able to fire on the Rapido front around Sant' Angelo. The men had to cross a low, muddy area, heavily mined, to reach the steep river bank. Heavy enemy fire not only caused casualties, but destroyed the white tape that had been used to mark lanes previously cleared through the mine fields. Visibility was poor and considerable confusion developed. Under the most intense and steady resistance by hostile artillery, mortars and

CONTINUED ON PAGE 147

**RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS**

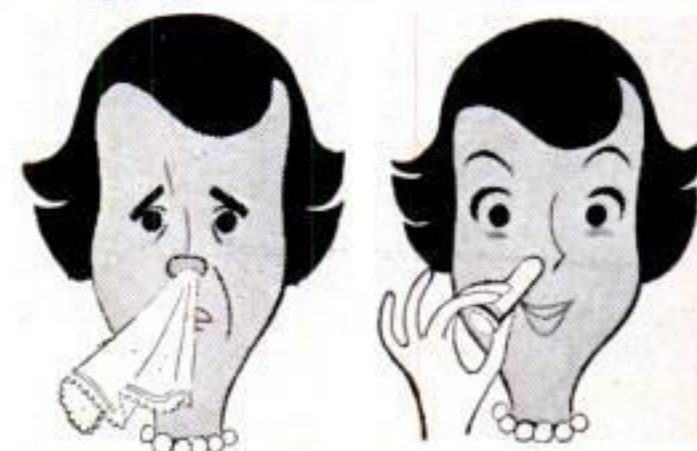
FAST

The way
thousands of
physicians
and dentists
recommend



The way thousands of physicians and dentists recommend. Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

GREATER



BREATHING

Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds! Use it any time... anywhere.

COMFORT



Use as often as needed.

**Brighter Shines
WITH
1/2 THE RUBBING**



**Because it Recolors and
Polishes at the Same Time**

● Kiwi helps to keep your shoes softer and more comfortable.

● ASK ANY G.I. ABOUT KIWI.

KIWI SHOE POLISH

(KEE-WEE)

836 SO. SWANSON ST., PHILADELPHIA, PA.

It's Making a Clean Sweep Across the Face of America



STYLED BY CARL OTTO

FROM coast to coast, the big after-shave notion is — a happy smile.

For men are swinging to the new Schick "20" — and sweeping their faces clean, more quickly and easily than ever.

That's because Schick's 20th anniversary model brings an entirely new shape to shaving — lightest of all electric shavers, beautifully balanced, finger-fitting.

Because its motor — climax of 20 years'

specialization — packs more power than any other we ever made.

And — because that *real rotary motor* drives Schick's Hi-Velocity Heads more speedily, more efficiently for faster, closer shaves.

So all you do is — press the button, move the "20" around your face — and you've made a clean sweep from ear to ear. No fuss, no mess. Your face is at its smoothest since

you were a beardless boy.

That Caddie Case goes with the smart convenience of the Schick "20," too. It's a handsome leatherlike cylinder, sized for bathroom shelf or suitcase, styled for proud showing on dressing table.

Come join the big swing to modern shaving — to the Schick "20." You can treat your eyes to it at your nearest dealer's, where it's now on display, along with the famous Schick Super and the Schick Colonel.

Schick Incorporated, Stamford, Conn. Service offices in principal cities.

★ P. S.—Gift idea? What better?

Schick "20" \$24.50
Schick Super \$22.50
Schick Colonel \$17.50

CELEBRATING 20 YEARS AS THE FIRST NAME IN **ELECTRIC** SHAVING

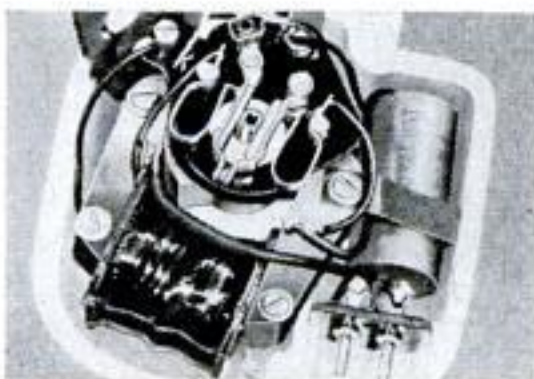
Schick "20"

ANNIVERSARY MODEL

MORE MEN USE SCHICK **ELECTRIC** SHAVERS THAN ANY OTHER MAKE



NEW HI-VELOCITY HEADS—Higher speed with longer cutter thrust. Sharpened and honed. Exclusive combing edges guide whiskers. Interceptor bar, in each head, stands up whiskers for close cropping.



NEW TOP-POWER MOTOR—A *real rotary motor*. Precision-built, smooth, a powerhouse — packs more power than any other we ever made. AC or DC. Snaps into action or stops when you press the Stop-Start Button.



NEW EASY-TO-HOLD SHAPE—Lightest shaver on the market, dimpled indentations for non-slip grip, compact form fits fingers. New larger Whisk-Its open to two positions for easy cleaning.

NEW CADDIE CASE—in a rich, leatherlike covering, saddle-stitched, lettered in gold. Handily sized for medicine cabinet, wash-basin shelf, dressing room—or for traveling.



"Ice Cream 'n Cake Roll"



*serve for
all occasions*



FAMILY MEALS

WHEN FRIENDS DROP IN

CHILDREN'S PARTIES

A DOUBLE TREAT

Creamy-smooth, luscious ice cream and rich, tender cake combined in one eye-appealing, delicious treat to please everyone. Ready to cut and serve... and so economical! You'll find it in the ice cream cabinet at your favorite store.

Look for these other taste-tempting "Ice Cream 'n Cake Roll" specials



STRAWBERRY



PEACH



BANANA



CHERRY



TROPICAL

© NEWLY WEDS BAKING CO., CHICAGO

WHEREVER ICE CREAM IS SOLD

Nebelwerfers, as well as machine-gun and rifle fire, engineers struggled with footbridges, most of which were destroyed by mines or artillery as they were being erected. Men were swept down the icy river. Mines on the banks and in the water took a heavy toll. Rubber boats were sunk by small-arms fire. Assault boats were knocked out by mortar fire. On the hostile bank the men who had crossed successfully encountered barbed wire, mines, machine-gun fire and a steady artillery barrage.

Enemy guns were zeroed in on our lines and crossings, and our toehold on the west bank became steadily less secure. Communications between regimental command post and assault troops began to fail. Yet, by January 22, two days after the crossing had started, we managed to get a few hundred men dug in on the west bank of the river.

At 4 p.m., that day, the Germans made a counterattack with two companies, but were repulsed with heavy losses. An hour later a second counterattack on each flank of the American position met with considerably less fire, suggesting that the remaining men were about out of ammunition. In the next three hours the fire from the American guns gradually died out and the German fire increased. By 9 o'clock that evening about forty Americans returned to the east bank of the Rapido. All the rest had been killed, wounded or captured.

Thus the three-day attack by the 36th Division failed to secure a crossing, despite a total of 1,681 casualties, including 143 killed, 663 wounded and 875 missing.

I heard no more about this attack until after the war, when I was stationed in Vienna. At that time, a meeting of former members of the 36th Division in Texas passed a resolution asking Congress to investigate the Rapido River failure, which was blamed entirely on me.

My superiors in the Mediterranean Theater, General Wilson and General Alexander, both spoke out, saying that they had instructed me to order the attack and approving my course of action.

I do not, however, take refuge behind the fact that the operation was ordered by my superiors. The facts are enough for me. The 36th was called upon to attack and attack hard, because otherwise Anzio would have failed.

I salute them for their charge and courage. As for myself, I can only say that under the same circumstances I would have to do it over again—and if I am to be accused of something, thank God I am accused of attacking instead of retreating.

Again the Fifth Army hit the Gustav Line, and again it was thrown back. It was slow, muddy, bloody fighting. To try to cheer up his men, General Clark spent as much time among them as his 18-hour-day schedule would allow.

One day just before we left the G Company positions, I saw a little infantryman with a heavy growth of beard on his face, sitting in a foxhole. I went over to speak to him; considering the circumstances, he was in surprisingly good spirits. Then I noticed that he was wearing overshoes.

"What's your name?" I asked. "Private Gebhart," he replied.

"Why are you wearing overshoes?"

"Haven't any shoes, sir," he answered.

"Don't you want to wear shoes?"

"Yes, sir, but mine are worn out and my feet are so small that I couldn't get any others."

"What size?" I asked.

"I wear a 7A."

That was such a small size, as I discovered later, that out of every 100,000 pairs of Army shoes, only 67 are 7A's; but I was on the spot, so I said, "I'll get you a pair of shoes if there is a pair that size anywhere in the Mediterranean Theater."

When I got back to headquarters, I asked Brigadier General Ralph H. Tate, my G-4, to see what he could do. Ralph could do anything and, fortunately, he found a pair of 7A shoes within a few hours. I sent my Cub plane to pick them up and when they arrived I gave them to my aide and drew a map for him showing exactly where I had talked to Gebhart in the foxhole. My aide Thrasher got there the next morning and found the soldier in the same foxhole.

"Your name Gebhart?" he asked, although he was sure he had recognized him from my description.

"Yes, sir."

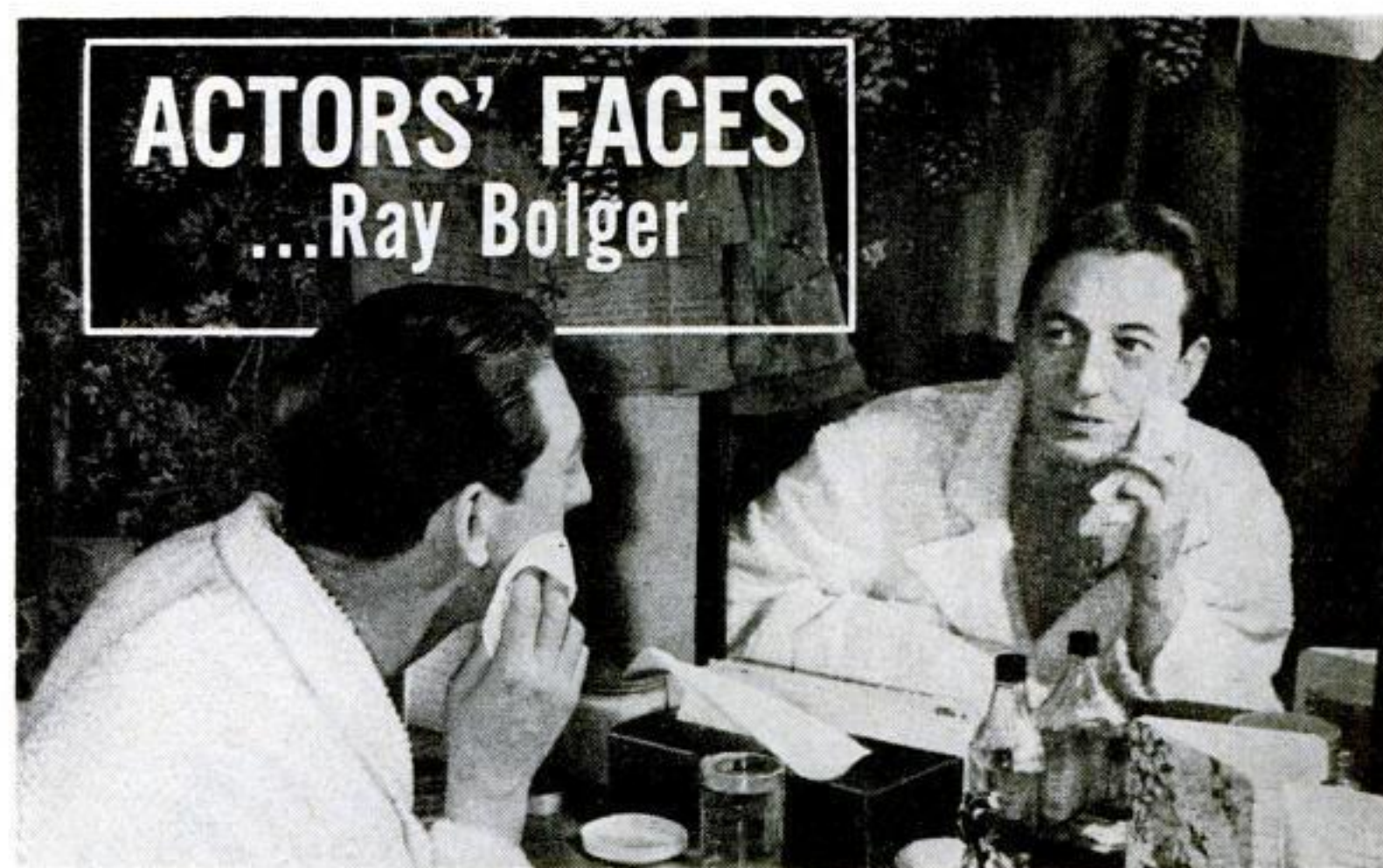
"General Clark sent these shoes," Thrasher said, handing him the shoes. Gebhart took them without any change of expression.

"Thanks."

"Aren't you surprised?"

"No," Gebhart replied. "He told me he'd send them."

CONTINUED ON NEXT PAGE



Ray Bolger, famous dancer and star of the Broadway musical hit, "Where's Charley?"

Actors' faces are extra-sensitive

But Ray Bolger finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. Same tube—same carton—but now containing wonderful new "Extract of Lanolin"



Only America's Finest Pipe Tobacco comes in a Real Pouch

- The Edgeworth pouch fits snug in your pocket. It's comfortable—convenient.
- Preserves that famous Edgeworth Extra High Grade quality and flavor.

MAKE YOUR PIPE DREAMS COME TRUE.
ENJOY TODAY'S SUPER-MILD EDGEWORTH



Longer lasting—
Cooler smoking—**15¢**

BETTER PICTURES with

The Century GRAPHIC



only
\$99.50

It's the camera that adds to your fun wherever you go. Records your good times at games, at autumn parties, family gatherings, on trips. A fine versatile camera by Graflex, compact and complete for a surprisingly low \$99.50. Takes action, portraits, pictorials, even flash shots! See it at your camera store today, or mail coupon below.

With holder for economical
120 roll film \$115.10
Roll holder only \$ 19.95

GRAFLEX

Graflex, Inc., Dept. 457
Rochester 8, N. Y.
Sirs: Please send free literature on
☐ Century Graphic ☐ 120 Roll Holder
Name.....
Street.....
City..... Zone..... State.....

Prize-Winning Cameras

NO SLEEP — DUE TO STOMACH UPSET?



How to sleep soundly tonight... start tomorrow with a smile

When you can't get to sleep, acid indigestion may be the reason. This condition—which frequently accompanies constipation—can be relieved with amazing speed by taking Phillips' Milk of Magnesia. Rated among the fastest, most effective stomach acid neutralizers known, Phillips' eases away your discomfort so quickly that you're deep in slumber almost before you know it. And because Phillips' is an excellent laxative as well as a marvelous antacid, it brings you gentle, effective constipation relief when you awaken next morning. As a result you start your day with a smile—feeling wonderfully refreshed.



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes

HEIR-WORTHY!
Matey's
THREE-PIECE SUIT



Jacquard-knit cardigan and shorts with solid-color T-shirt. Shorts have suspenders and all-around elastic waist. Shirt is interlock knit and Shrink-Set* to fit until Junior outgrows it. All fine combed cotton, in several patterns and colors. Sizes 2, 3, 4 about **3⁹⁸**

at better stores or write for name to
MANCHESTER KNITTED FASHIONS, INC.
Empire State Building, New York 1
Mills: Manchester, New Hampshire



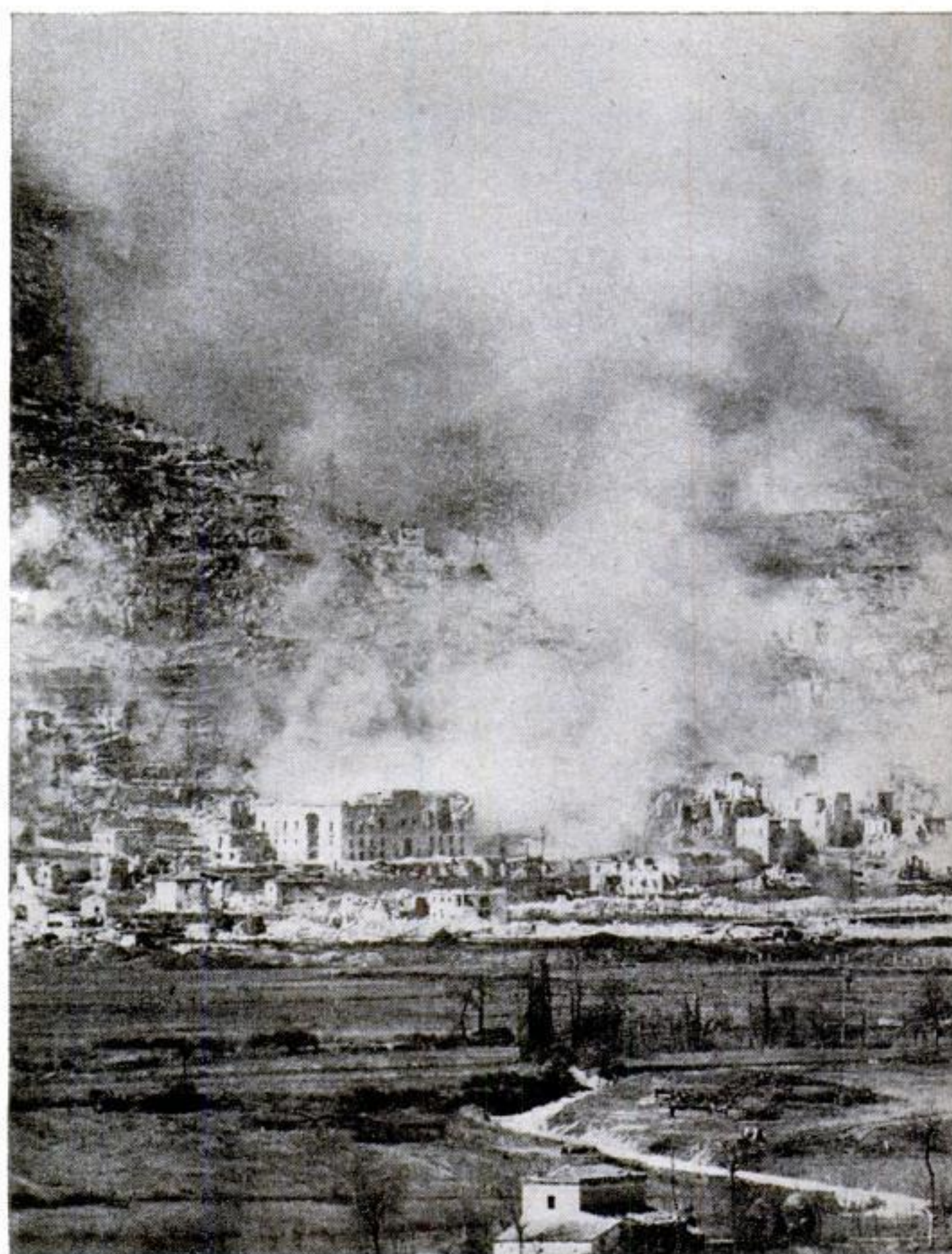
Any way you look at it, Honor Brand Frozen Foods are a winner!

Only selected varieties of fruits and vegetables—famous for finer flavor and superior freezing qualities—are fresh-frozen by Stokely's Honor Brand. Yet, these finest frozen foods cost you less. Try Honor Brand Frozen Foods and Juices soon. You'll serve the best and still save!



A DIVISION OF STOKELY-VAN CAMP

MARK CLARK CONTINUED



AFTER THE ORDER TO BOMB MONTE CASSINO, 576 TONS OF EXPLOSIVES

Just as formidable as the Rapido River was Cassino, a town that nestled under German guns fixed in mountains behind it. No matter how hard, no matter with what means the Fifth Army attacked Cassino, the Germans held on. Into this area came the New Zealand corps, under the command of Lieut. General Sir Bernard Freyberg. To Freyberg's New Zealanders fell the job of attacking Cassino once again.

I knew that Alexander was in a difficult position in regard to Freyberg, a famous war hero who had won the Victoria Cross in World War I. The British were exceedingly careful in the handling of New Zealand forces because they were territorial troops responsible only to their home government and it was necessary to use tact to work harmoniously with them. I told Alexander that I appreciated this situation and that I was sure our relations with the New Zealanders would be harmonious. I was proud to have them come under my command, for they were experienced fighters with many glorious deeds to their credit.

On Feb. 4, Freyberg and his staff came to my command post for a conference. The New Zealander immediately clashed with General Keyes by announcing the manner in which he intended to move his forces, his artillery and other equipment. I told him to make sure that he coordinated all his movements with the other movements of the Fifth Army, but Keyes was a bit belligerent about it, having been through a difficult period of attack in which he got very little sleep. Because I felt it was necessary that all the American officers understand the special problem, I included my sentiments in a letter to Keyes:

"These are Dominion troops who are very jealous of their prerogatives," I explained. "They have always been given special consideration by the British and I intend to make their relations with the Fifth Army happy and successful. You must help me all you can."

Later in the day I noted in my diary that I now had five corps under my command, only two of which were American. Each of the others was of a different nationality—British, French, New Zealanders and Indians—and I was about ready to agree with Napoleon's conclusion that it is better to fight Allies than be one of them.

A whole book could be devoted to the vast job that the German Todt Organization had done in converting the mountains behind the enemy's river defense line into a bastion of reinforced steel and concrete, alternate layers of railroad ties, and stone and earth works and deep underground chambers; but perhaps one example



BEGAN TO BLOW THE TOWN TO RUBBLE, SHROUDED ABBEY IN SMOKE

will suffice. We found out later that during one of our most intense bombing and artillery attacks—an attack in which we threw all the great weight our forces could muster against a comparatively small target area—a group of German officers sat in an underground bunker in the mountainside playing cards. They didn't move from the table throughout the attack.

The fact that these defenses were ever overcome was something of a miracle of stamina and courage on the part of men of many nationalities in the Fifth and Eighth Armies. And the fact that we made one tragic mistake, the bombing of the historic Benedictine Catholic Monastery, called the Monte Cassino Abbey, cannot detract from the accomplishments of the Allied soldiers and airmen.

I say that the bombing of the Abbey, which sat high on the hill southwest of Cassino, was a mistake—and I say it with full knowledge of the controversy that has raged around this episode. The official position was best summed up, I suppose, in a State Department communication to the Vatican's Undersecretary of State on Oct. 13, 1945, saying that "there was unquestionable evidence in the possession of the Allied commanders in the field that the Abbey of Monte Cassino formed part of the German defensive system."

I was one of the Allied commanders in the field and the one in command at Cassino, and I said then that there was no evidence the Germans were using the Abbey for military purposes. I say now that there is irrefutable evidence that no German soldier, except emissaries, was ever inside the Monastery for purposes other than to take care of the sick or to sightsee. Not only was the bombing of the Abbey an unnecessary psychological mistake in the propaganda field, but it was a tactical military mistake of the first magnitude. It only made our job more difficult, more costly in terms of men, machines and time.

On Feb. 9, Freyberg had come to my command post and had discussed the Cassino situation, expressing apprehension that the Monastery buildings were being used by the Germans. He added that in his opinion they should be knocked down by artillery or aerial bombardment, if necessary. I did not, however, feel that it was necessary, nor did my staff or the generals who preceded General Freyberg in command at Cassino.

On Feb. 12, Freyberg telephoned Major General Alfred M. Gruenther, my deputy, in my absence at Anzio, and asked for air support the next day.

"Will you designate the targets?" Gruenther asked.

CONTINUED ON NEXT PAGE

Does your present home permanent Droop in damp weather?

**NOW a home permanent that defies dampness,
dryness, sun, heat, cold, frequent shampoos.**



Refill Kit \$1.50
(PLUS TAX)

From the Fifth Avenue Salon

Richard Hudnut

NEW IMPROVED

Home Permanent

Only Richard Hudnut has

NEUTRALIZER BOOSTER

the secret formula that makes your
Home Permanent 6 ways better

- no more droop in damp weather
- no more sun-frizz
- no "washouts" when you shampoo
- no more nightly pin-ups
- no more off-days when you can't do a thing with your hair
- simply set your hair and forget it until your next shampoo

Tested and proved at the famous Richard Hudnut Fifth Ave. Salon

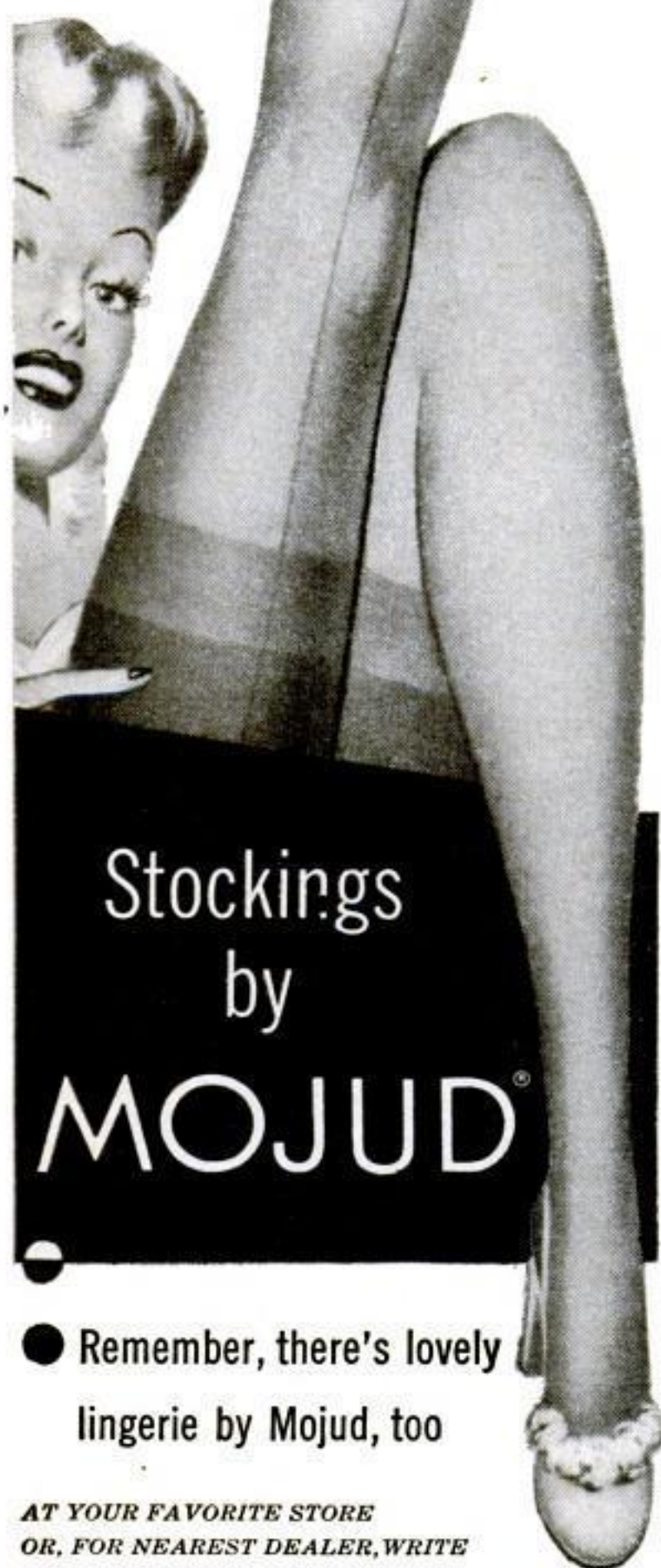


Listen to Walter Winchell, ABC Network, Sunday Nights

MOJUD®

the stockings
that "give"
and can take it

*ah! ... how rare ...
to find tantalizing
sheers that wear well,
too! Mojud stockings
fit skin-sleek with
nary a wrinkle ... and
wear like a charm.
That's because they're
knit for extra "give"
and spring-back.
In proportioned
leg sizes for
short, medium and
tall Beauties.*



Stockings
by
MOJUD®

● Remember, there's lovely
lingerie by Mojud, too

AT YOUR FAVORITE STORE
OR, FOR NEAREST DEALER, WRITE
MOJUD HOSIERY CO., INC.,
335 FIFTH AVENUE, NEW YORK 16, N. Y.

© 1950

MARK CLARK CONTINUED

"I want the convent attacked," Freyberg answered.

Gruenther told Freyberg that because of restrictions in connection with this target (a strenuous effort was made throughout the war to avoid needless damage to historical and religious structures) he would have to check with me before doing anything further. I was not available at the moment, but Gruenther called General Harding, who was Alexander's chief of staff, and discussed Freyberg's request, recalling that I had consulted Generals Keyes and Ryder about the necessity of bombing the Monastery and that both of them had made reports that convinced me it was unnecessary.



FREYBERG wears campaign hat of his New Zealanders' army.

A short time later Gruenther got in touch with me by radio, while I was inspecting units at Anzio, and advised me of Freyberg's position. I replied that it was putting me in a very difficult position, particularly in view of the British desire to handle the New Zealanders with great diplomacy and tact.

In midafternoon Harding called Gruenther and told him substantially as follows: "General Alexander has decided that the Monastery should be bombed if General Freyberg considers it a military necessity. He regrets that the building should be destroyed, but he has faith in Freyberg's judgment."

Gruenther replied: "If the commander of the New Zealand corps were an American commander, General Clark would give specific orders that it should not be bombed. However, in view of the situation, which is a delicate one, General Clark hesitates to give him such an order without referring the matter to General Alexander."

"General Alexander has made his position quite clear on this point," Harding replied. Gruenther then told Freyberg that I would authorize the bombing if Freyberg said it was a military necessity. He replied that, in his considered opinion, it was. I never was able to discover on what he based his opinion.

A total of 255 Allied bombers participated in the attack, dropping some 576 tons of explosives. By nightfall the whole sector was a mess of smoke and dust and ruins, through which an occasional figure could be seen in panicky flight through the artillery barrage that followed. For the moment at least, the enemy was jarred off balance and, for the moment, there might have been the chance of a decisive success if Freyberg had hit him quickly. But the attack was slow in getting underway and of a piecemeal character, so that the enemy was able to chop up the first thrusts and turn back the advance, piece by piece. In the end Freyberg changed his plan in order to approach Cassino from the north. This plan of attack, however, required a period of several sunny days to make the ground suitable for tank operations, and as a result the New Zealand division dug in to wait on the weather.

What had actually happened up in the Monastery I found out months later from a variety of sources. One of them was Lieut. General Fritz Wentzell, chief of staff of the Tenth German Army, conducting the defense of Cassino, which I cite for whatever it may be worth: "The consequence (of destruction of the Abbey) was of no military disadvantage for the German troops, as up to this time the immediate area of the Monastery had not been occupied by troops. On the contrary, reasons for respecting the Monastery now ceased to exist and the ruins offered good possibilities for defense. The enemy ground attack met with no success."

Later, when I talked with Pope Pius and other Vatican officials in Rome, they gave me the results of an exhaustive investigation made by the Vatican. Briefly, it showed that while the Germans had dug fortifications near the Monastery, no German troops were actually in it.

On Feb. 16, artillery destroyed more of the buildings. Holding aloft a large crucifix, the Abbot led those who remained alive out of the ruins of the old Monastery and down the shell-pocked mountain-side. While the German propaganda organization blared a statement by the Abbot that no Germans had been in the monastery, Hitler's fanatical parachute troops now crawled into the dusty rubble to fend off Freyberg's infantry attack.

Freyberg kept trying: in the week of March 15 to 23 the New Zealand corps suffered 1,594 casualties. They also killed a great number of Germans. But Cassino—and the now-fortified ruins of the monastery—still barred our way.

BLUE JAY SAY:

"CORN'S go
quick!"



AMERICA'S No. 1 CORN PLASTER

GOING ABROAD?

The International
Edition of

LIFE

is available in every country
this side of the iron curtain. On
sale at newsstands in all prin-
cipal cities or through the con-
cierge at your hotel. Continue to
see LIFE as you see the world.

STATEMENT OF THE OWNERSHIP, MANAGEMENT,
AND CIRCULATION REQUIRED BY THE ACT OF CON-
GRESS OF AUGUST 24, 1912, AS AMENDED BY THE
ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39,
United States Code, Section 233)

Of LIFE published weekly at Chicago, Ill., for October 2,
1950.

1. The names and addresses of the publisher, editor,
managing editor, and business manager are: Publisher,
Andrew Heiskell, Time & Life Bldg., Rockefeller Center,
N.Y. 20, N.Y.; Editor, Henry R. Luce, Time & Life Bldg.,
Rockefeller Center, N.Y. 20, N.Y.; Managing Editor, Ed-
ward K. Thompson, Time & Life Bldg., Rockefeller Center,
N.Y. 20, N.Y.; Business Manager, John L. Hallenbeck,
Time & Life Bldg., Rockefeller Center, N.Y. 20, N.Y.

2. The owner is: Time Incorporated, Time & Life Build-
ing, New York 20, New York. The names and addresses
of stockholders owning or holding one per cent or more of
total amount of stock are: Henry P. Davison, c/o J. P.
Morgan & Company, P. O. Box 1266, New York 5, N.Y.;
William V. Griffin, 20 Exchange Place, New York 5, N.Y.;
William Hale Harkness, c/o New York Trust Company,
Income Collection Department, 100 Broadway, New York 5,
N.Y.; Louise H. Ingalls, 1562 Union Commerce Building,
Cleveland 14, Ohio; Irving Trust Company, New York City,
successor trustee under the will of Briton Hadden for the
benefit of Elizabeth Busch Pool, c/o Irving Trust Company,
Custodies Department, 1 Wall Street, New York 15, N.Y.;
Robert L. Johnson, Temple University, Philadelphia, Pa.;
Margaret Zerbe Larsen, c/o Time Inc., Time & Life Build-
ing, Rockefeller Center, New York 20, N.Y.; Roy E. Larsen,
c/o Time Inc., Time & Life Building, Rockefeller Center,
New York 20, N.Y.; Henry R. Luce, c/o Time Inc., Time
& Life Building, Rockefeller Center, New York 20, N.Y.;
Samuel W. Meek, c/o Greenwich Trust Company, Green-
wich, Conn.

Stock to the extent of more than one per cent is registered
in the names of the following companies, but in each case
the company is a nominee for a number of stockholders, no
one of whom is known to own more than one per cent:
Brown Brothers, Harriman & Company, 59 Wall Street,
New York 5, N.Y.; Cobb & Company, c/o New York Trust
Company, 100 Broadway, New York 5, New York.

3. The known bondholders, mortgagees, and other se-
curity holders owning or holding 1 per cent or more of total
amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stock-
holder or security holder appears upon the books of the
company as trustee or in any other fiduciary relation, the
name of the person or corporation for whom such trustee
is acting; also the statements in the two paragraphs show
the affiant's full knowledge and belief as to the circumstances
and conditions under which stockholders and security
holders who do not appear upon the books of the company
as trustees, hold stock and securities in a capacity other
than that of a bona fide owner.

5. The average number of copies of each issue of this
publication sold or distributed, through the mails or other-
wise, to paid subscribers during the 12 months preceding
the date shown above was: 5,342,702.


(Signed) John L. Hallenbeck
Business Manager

Sworn to and subscribed before me this 21st day of Sep-
tember, 1950.

(SEAL) Jeanne Marie Connolly

(My commission expires March 30, 1951)

CONTINUED ON PAGE 153



The dash of youth
and an air of
sophistication are
tailored into this
Woodland Tone
Sharkskin

The proper fitting of a man's suit
was a long and tedious process until

Hart Schaffner & Marx discovered that men could be
classified into distinct physiometric groups. Year by
year our designers have learned how to translate this science
of measurement into the art of fit. Today we may cut
a single fabric into 253 different sizes and shapes.

And that is why it pays to go to the store that
sells these fine clothes. There you are most likely to
find the suit that was made expressly for your figure,
in which you will look—and feel—your very best.



HART SCHAFFNER & MARX®

NARROLINE slims you from any view...

a glance proves

why these Gossards

were awarded The

Fashion Academy

Gold Medal...by

the famed School

of Design that

annually chooses

America's ten best

dressed women.

Light as air and as

easy to wear...

of the sheerest yet

powernet.

Divinely comfortable.

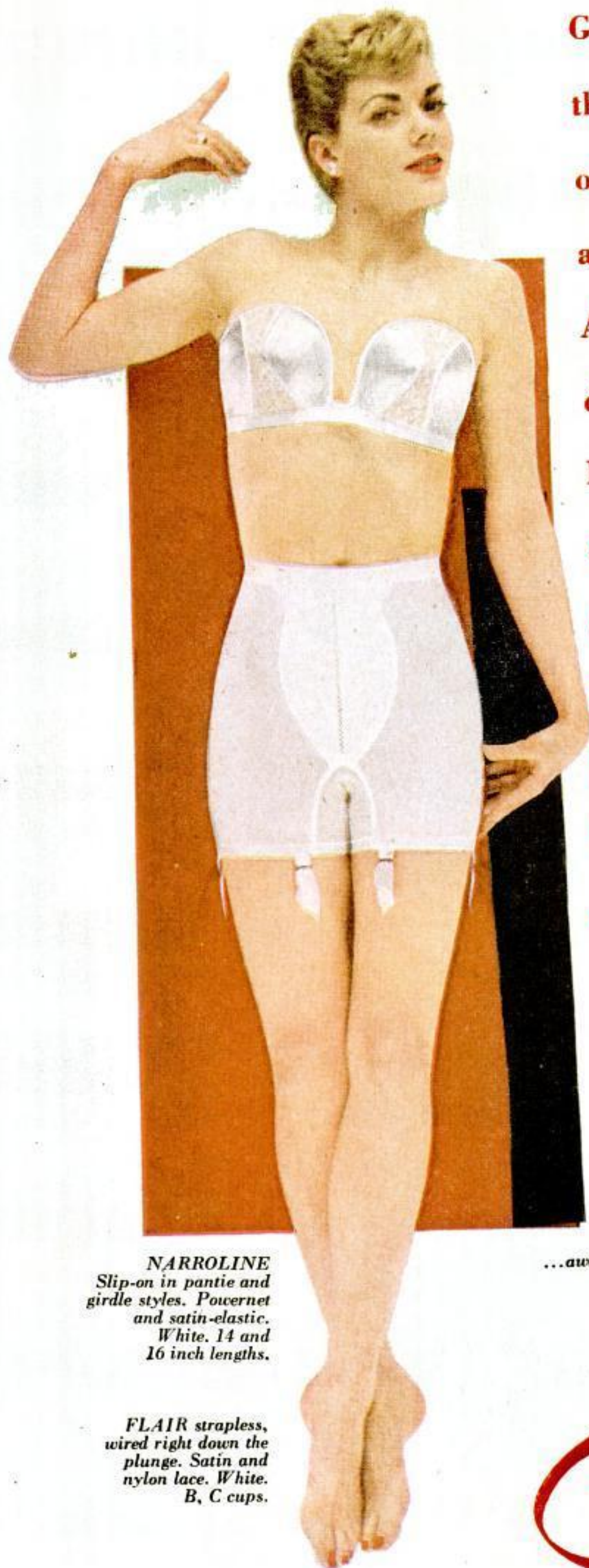
The Flair Bras

take top fashion

honors, too.

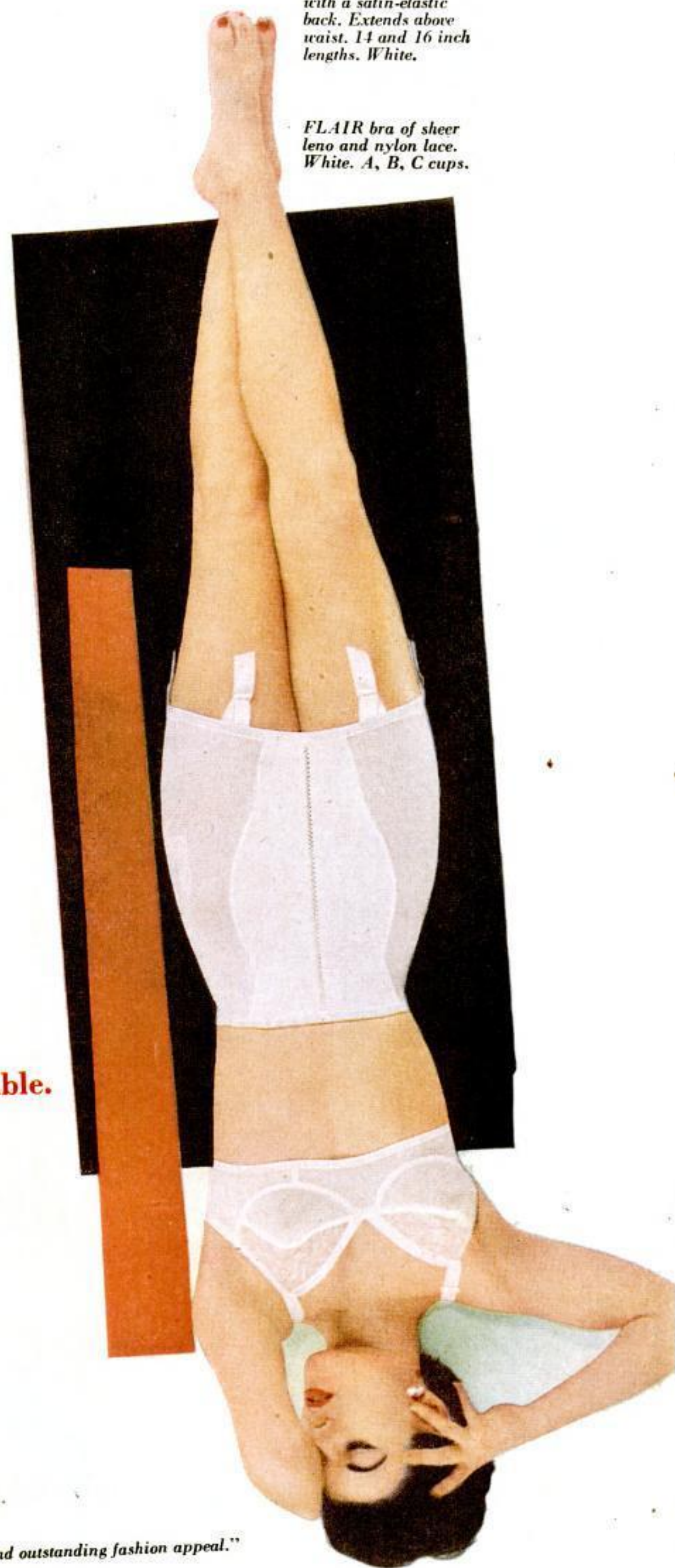
NARROLINE
Zip style girdle or
pantie of powernet
with a satin-elastic
back. Extends above
waist. 14 and 16 inch
lengths. White.

FLAIR bra of sheer
leno and nylon lace.
White. A, B, C cups.



NARROLINE
Slip-on in pantie and
girdle styles. Powernet
and satin-elastic.
White. 14 and
16 inch lengths.

FLAIR strapless,
wired right down the
plunge. Satin and
nylon lace. White.
B, C cups.



...awarded for "exquisite design and outstanding fashion appeal."



Gossard

Look for The Fashion Academy Gold Medal on all lovely Gossards • THE H. W. GOSSARD CO. • 111 NORTH CANAL STREET • CHICAGO 6, ILLINOIS



WELCOME TO ROME is delivered by a priest as General Clark arrives in his jeep a few hours after first troops.

Finally, on May 11, after three months of near-stalemate, General Clark's reinforced Fifth broke through and started a march to Rome that, once under way, was never halted. On his right, the British Eighth Army encircled Cassino and went up the continent too. At Anzio the long-besieged holders of the beachhead opened an attack, swept out to join the Fifth. The way to Rome, at long last, was nearly open.

All day on June 3, I went from command post to command post urging that "this is the day" for the kill. Many prisoners were pouring into our cages. There were countless wrecked German vehicles. Everywhere there was evidence of the enemy's breakup.

While this advance was in progress, I had, on June 3, received a message from Alexander's headquarters saying that the Polish commander in chief in London had requested that a detachment of the II Polish Corps participate in the entry into Rome.

"Please politely tell everybody, including the Swedes, if necessary, that I am not framing the tactical entrance of troops into Rome," I said in a message to Gruenther. "God and the Boche are dictating that. So let everybody know that there will be no detachments of Greeks, Poles, Indians, or anybody else entering Rome until the formal parade is held. Also try to keep visiting firemen from running up here as soon as the capture of Rome is imminent."

On June 5, with Gruenther and other officers, I drove along Route No. 6 into Rome. We didn't know our way around the city very well, but General Edgar Hume [chief of AMG, Fifth Army, 1943-45], who was with us, had suggested that the Town Hall on Capitoline Hill would be a good place for me to meet my four corps commanders for a conference on our immediate plans. Eventually we found ourselves in St. Peter's Square. As we stopped to look up at the great dome of St. Peter's, a priest walking along the street paused by my jeep and said in English, "Welcome to Rome. Is there any way in which I can help you?"

"Well," I replied, "we'd like to get to Capitoline Hill."

He gave us directions and added, "We are certainly proud of the American Fifth Army. May I introduce myself?" And he told me his name. He came from Detroit.

"My name's Clark," I replied.

We both expressed pleasure at the meeting and the priest started to move on. Then he stopped and took another look and said, "What did you say your name is?" A number of Italians had gathered around by this time and were listening to our conversation. When the priest told them I was the commander of the Fifth Army, a youth on a bicycle shouted that he would lead us to Capitoline Hill. He did, pedaling along in front of our jeep and shouting to everybody on the street to get out of the way because General Clark was trying to get to Capitoline Hill. By the time we reached a point opposite the balcony where Mussolini used to appear for his major speeches the road was blocked by curious and cheering people.

We finally broke a path through and twisted up the hill to the Town Hall. The door was locked and there didn't seem to be a soul around. I pounded on the door, not feeling much like the conqueror of Rome. Anyway, I thought, we got to Rome before Ike got across the English Channel to Normandy. I was right about that, too, but by a narrow margin. I didn't know it, but even while I stood there Ike's army was embarking. We had won the race to Rome by only two days.

CONTINUED ON NEXT PAGE

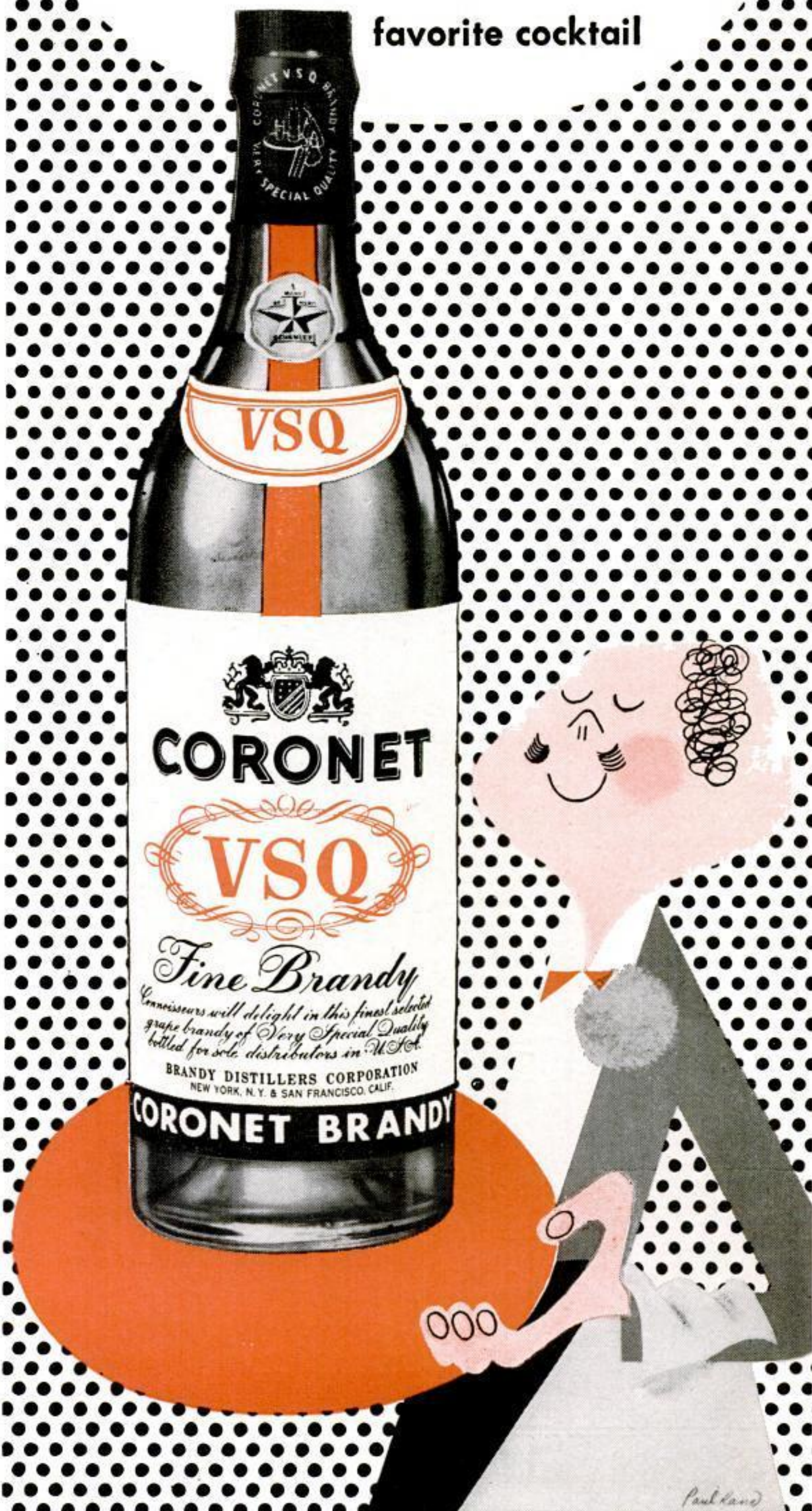
America's largest selling brandy

CORONET brandy

makes the lighter highball...

makes your

favorite cocktail



Write today for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q." Brandy Dist. Corp., N. Y. 1, N. Y.

California Grape Brandy 84 proof.

The RICE that's always FLUFFY

Here's the easiest-cooking rice you've ever tried!

It's Uncle Ben's—the extra-long-grain rice with the extra B vitamins.

Simple as boiling water—no rinsing, draining or steaming. Guaranteed to cook up white and fluffy every time or your money back!

Grains stay separate and fluffy even when stored in the refrigerator or reheated.

Like compliments at meal-time? Then try Uncle Ben's.

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.



*** Uncle Ben's
CONVERTED
LONG GRAIN RICE**

“Its Sunny Color-like
magic - cooks up
white and fluffy”

*Uncle Ben's Rice, before milling, is put through an exclusive patented process. This assures retention of natural B vitamins and flavor, and at the same time makes this rice the easiest to cook. It's always fluffy.

CONVERTED RICE, INC., Houston, Texas

©1950 Converted Rice, Inc.

MARK CLARK CONTINUED

Hardly settled in Rome, General Clark followed the practice of nearly every visitor to the city before him: he asked for an audience with the Pope.

I found the Pope greatly interested in, as well as informed on, military developments.

"I understand your headquarters are now in Rome," he said. "How long will you be here? I am fearful that your presence may bring retaliation from the Germans."

I said that I didn't believe the Germans were able to retaliate on anybody at the moment, but that in any event we would be in Rome no longer than necessary—at most a few days.

The Pope inquired whether I had had any contact with the Russians and expressed concern over the possible effect of Communism in central Europe. Then he expressed the hope that American soldiers would be free to visit the Vatican and invited them to attend a special audience which he was planning to hold each day. I thought that was an excellent idea and told him I would make arrangements for every soldier in the Fifth Army to be given a chance to come to the Vatican for these audiences. In the following months many thousands of them took advantage of this opportunity to see the Pope.

The Pontiff always seemed happy to talk about America and to discuss the trip that he had made as a cardinal to the U.S. I discovered, however, that while his knowledge of America was extensive, he did not fully understand American attitudes. In particular he appeared not to be aware that the background of American soldiers prompted them to maintain, unlike most Italians, a reverent silence in the presence of the head of the Roman Catholic Church. This came out some days later, when he asked me to call and brought up the subject of the audiences he was holding for large groups of our soldiers.

"You know," he said, with an expression of utmost seriousness, "I think your American soldiers do not like me."

Since soldiers of all faiths had been swarming to the audiences enthusiastically, I could only stammer that I did not understand.

"Well," he continued, "I appear for these audiences after the soldiers have assembled in the courtyard. Now when Italians or other Europeans attend such audiences, they break into cheers and shouts of greeting and similar expressions of enthusiasm. But when I appear before your American soldiers, they do not utter a sound."

A year ago, with Mrs. Clark, I went back to Italy. I recall being delighted at the prospect of visiting the landmarks once again. Salerno and the Liri Valley, Cassino and "Hangman's Hill," Anzio and the woods of Capodimonte, and Rome. I found, instead, changed towns, peaceful taverns, toiling farmers, new scenes that blurred my sharp memories of the war in Italy.

Then, on Memorial Day, we visited the American Cemetery at Anzio and saw the curving lines of white crosses that spoke so eloquently of the price that America and her Allies had paid for the liberation of Italy. If ever proof were needed that we fought for a cause and not for conquest, it would be found in these cemeteries. Here was our only conquest: all we asked of Italy was enough of her soil in which to bury our dead.



CONQUERORS OF ROME salute the colors, French General Alphonse Juin with left hand because of crippled right arm (Moroccan Campaign, 1912). Center: British General Sir Harold Alexander, over-all commander of campaign.

SINGER *gives you* Greatest dirt-getting action

Free Home Demonstration Proves It!

DUAL SUCTION is the secret! The new SINGER* Vacuum Cleaner is the first to bring you *two* fans... for the greatest suction, the greatest dirt-getting action you ever saw! See it at any SINGER SEWING CENTER in the U. S.! Or just telephone and a free demonstration will be given in your own home.

Plus the World's Easiest-to-Use Vacuum Cleaner!



MAGIC HANDLE PUTS ALL CONTROLS AT EASY FINGER-TIP CONTROL

1. **No winding of cord!** Control button on handle reels cord in—gets it out of way as you clean.
2. **More cleaning power** when you need it. Two-speed switch for heavy and light cleaning.
3. **No more foot-pedal acrobatics.** Touch the trigger—and adjust handle to any position.
4. **No stooping.** Cord outlet lets you pull out 20 feet of extra cord as you need it.



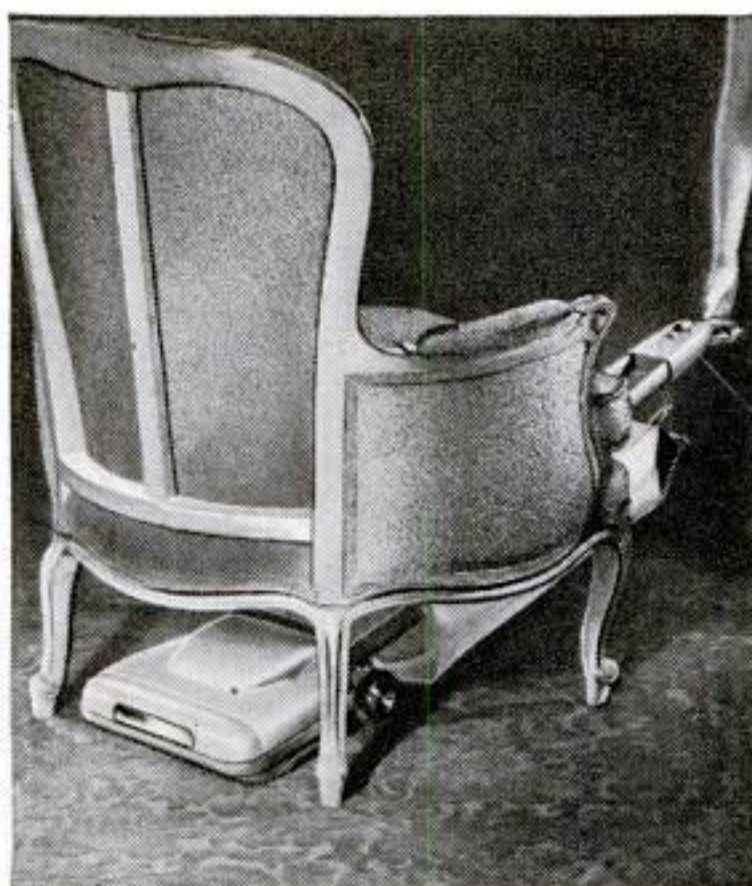
Only **\$7⁹⁵** down

Balance as low as \$5.00 per month. Liberal allowance on your present cleaner.

REVOLUTIONARY NEW DESIGN MAKES CLEANING EASIER!



EASIER to clean rugs of any thickness. Exclusive SINGER Floating Brush automatically rises and falls to correct cleaning height for your high- and low-pile rugs.



EASIER to get under furniture! Motor unit is only 5 inches high. Soft Vinylite bumper cannot mar furniture or woodwork. Crystal-lens headlight brightens all dark areas.



EASIER to carry! Midway Handgrip enables you to carry cleaner up and down stairs with ease. This easy-to-use, streamlined cleaner was styled by Raymond Lowey Associates.



EASIER to store! The new SINGER Vacuum Cleaner requires no floor space in closet. It hangs flat against the wall on a special hanger... given with each vacuum cleaner.

SPECIAL NO EXTRA CHARGE!

The famous SINGER Course in home Dressmaking or Decoration is freely given at no extra charge to the purchaser of this new SINGER Vacuum Cleaner. Personal sewing lessons—under expert SINGER instructors—at your SINGER SEWING CENTER—and it doesn't cost you an extra cent! Another advantage you get only with a SINGER Vacuum Cleaner! Buy your SINGER Vacuum Cleaner today—enroll now for the sewing course to be taken at your convenience.



* **SINGER** Vacuum Cleaners
are sold only through your...

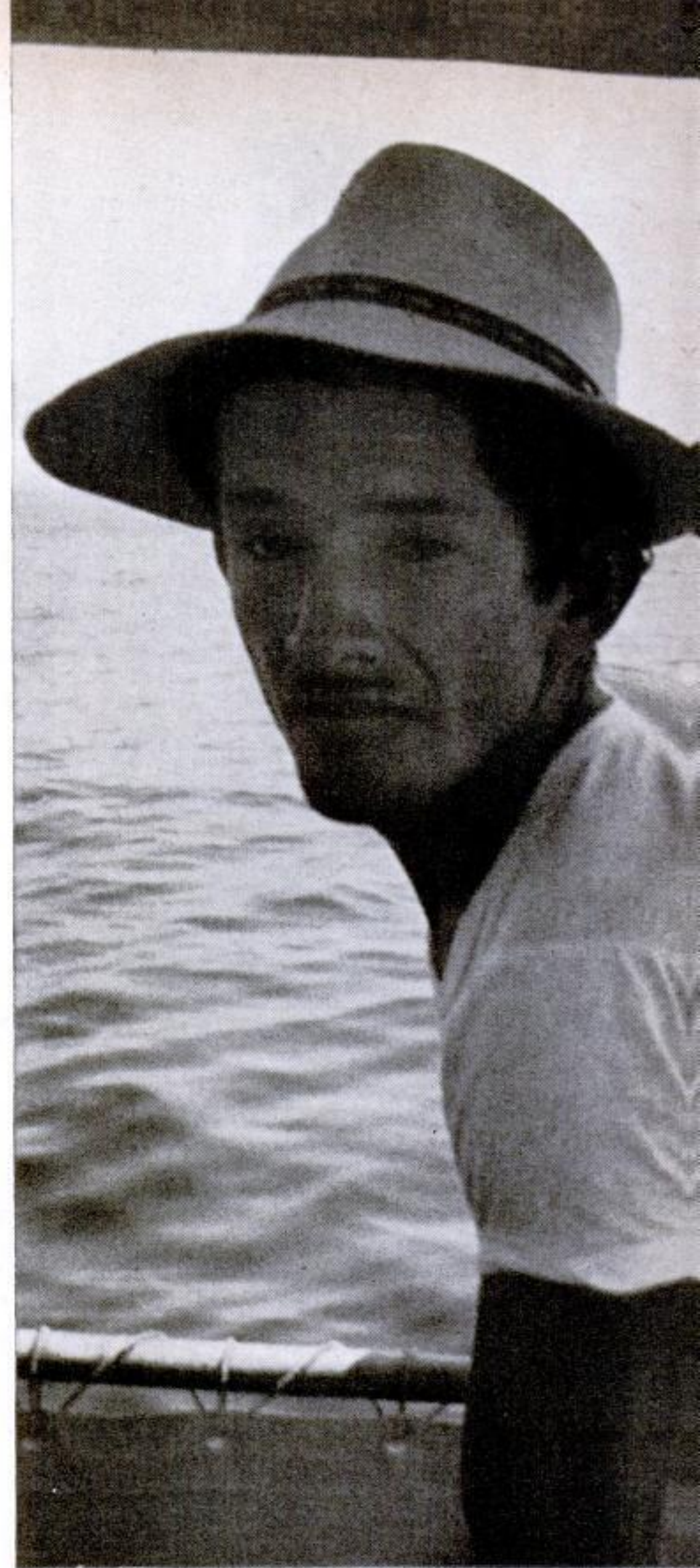
SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

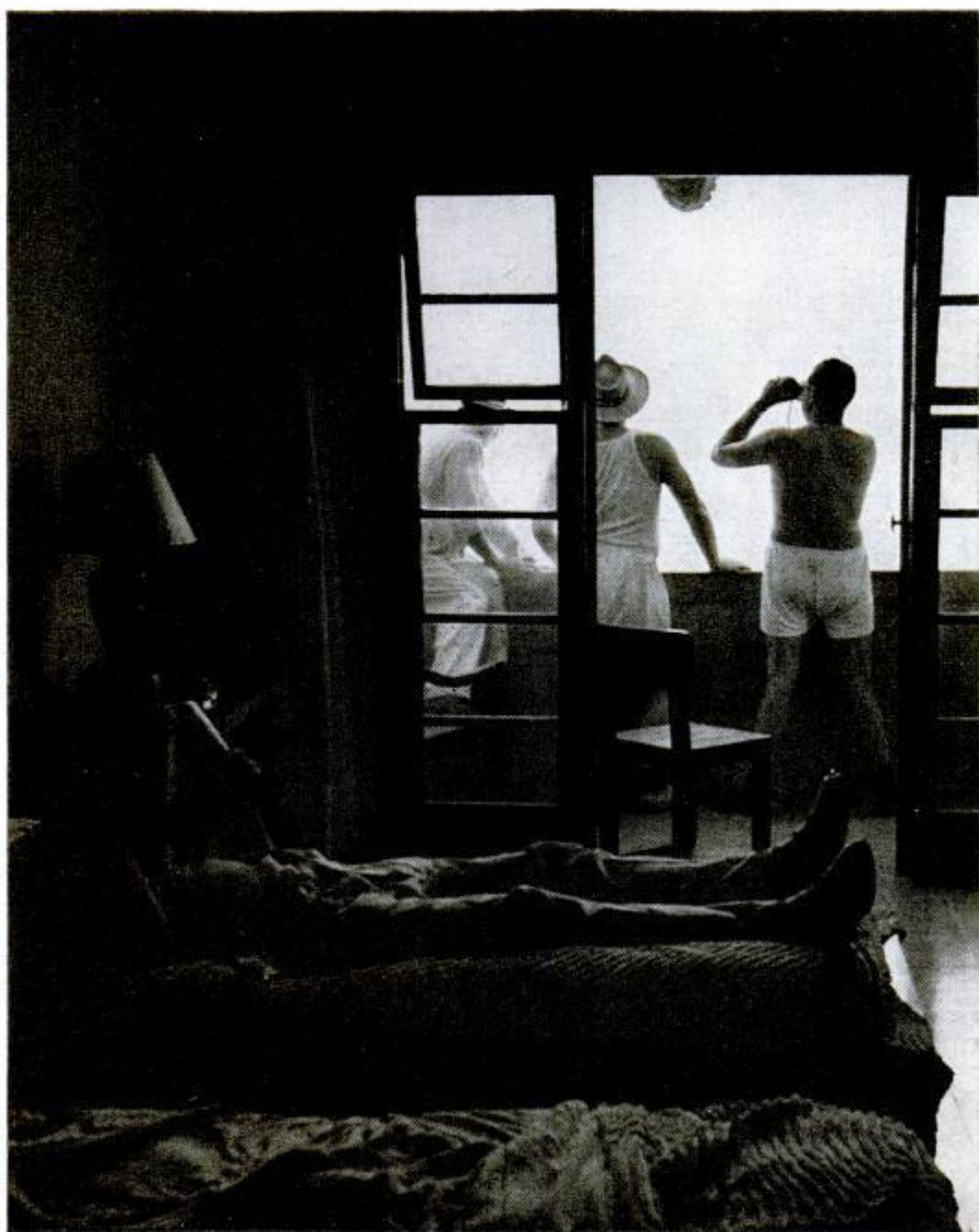
Copyright, U.S.A., 1949 and 1950, by THE SINGER MANUFACTURING COMPANY. All rights reserved for all countries.
*A Trade Mark of THE SINGER MANUFACTURING COMPANY



HOOKED SAILFISH LEAPS HALFWAY OUT OF WATER IN DESPERATE TRY TO BREAK FREE



BLASÉ CREWMAN WATCHES CAMERA AS



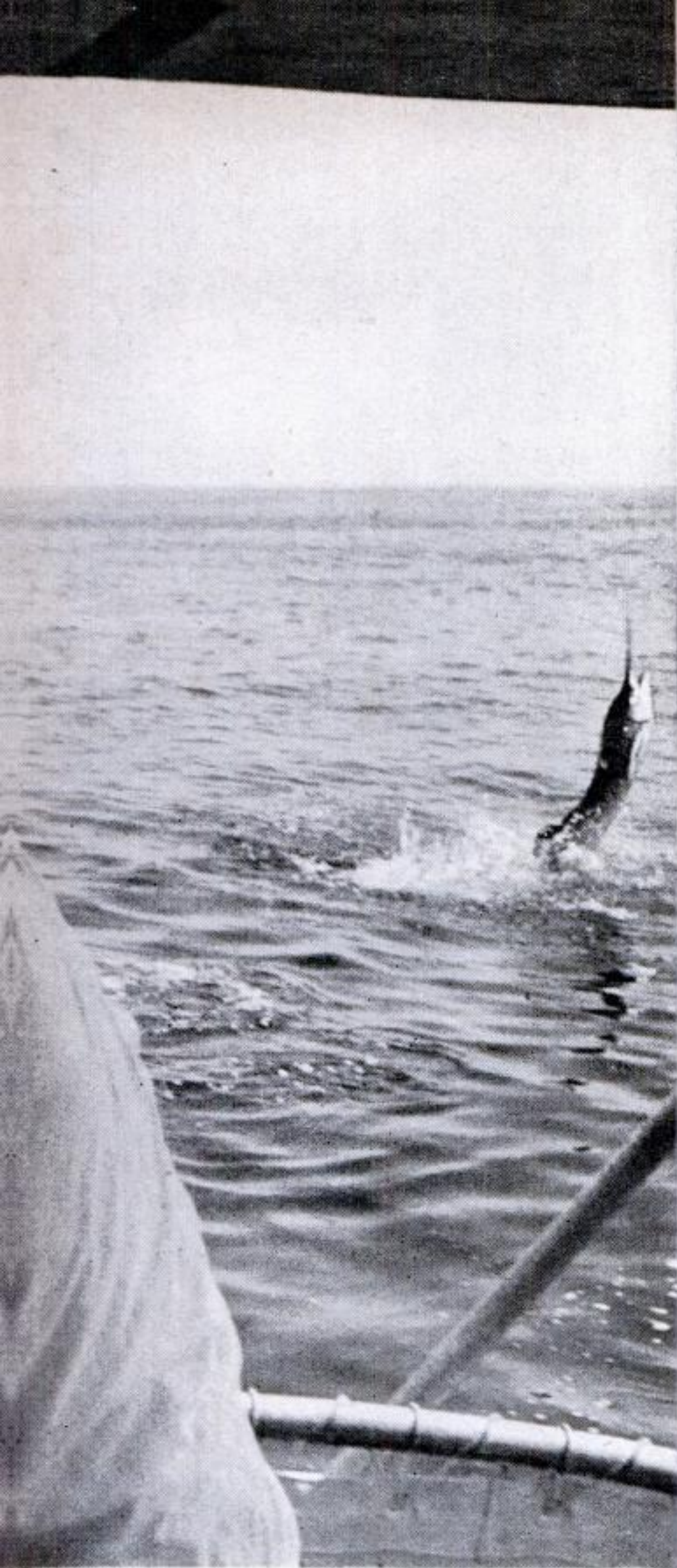
SAILFISH SPOTTING takes up the leisure time of California fishermen before they go out to the fishing grounds. They counted 14 fish from the hotel balcony.

Fisherman's Paradise

WHOPPERS ABOUND OFF MAZATLÁN



MAZATLÁN, a city of 25,000, has good fishing throughout year. When weather is too hot for the "gringos," natives go out anyway, not for sport but for food.



BIG FISH MAKES A SPECTACULAR JUMP



DANCING MADLY ON ITS TAIL, ANGRY FISH FLARES SAIL AND TRIES TO SHAKE OUT HOOK

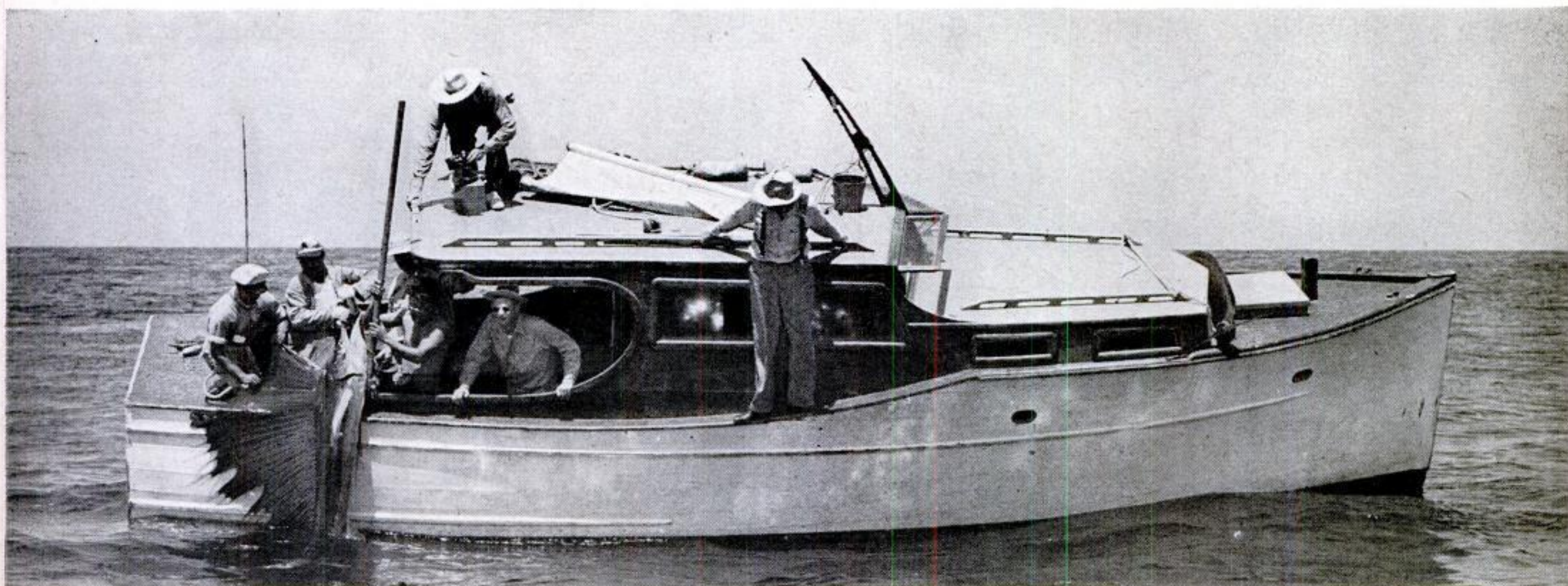
All year round the waters in the Gulf of California off the town of Mazatlán are full of either sailfish or marlin. In early spring, when the marlin are going out, the sailfish come in and in autumn, when the sailfish leave, the marlin are back again. With the big-game fish crowding into Mazatlán, an otherwise sleepy Mexican city that lies some 600 miles south of the U.S. border, it has become known as a piscatorial paradise. All that the eager angler needs there is a boat, a rod, a thorough coating of sunburn

lotion, and the fish practically fight for his hook.

Although the fishing itself is superb, there are other factors which help account for Mazatlán's increasing popularity with U.S. fishermen. Unlike the plush resorts of Acapulco and Guaymas, Mazatlán lies off the main transportation routes and there are relatively few tourists cluttering up the town. Consequently the prices are remarkably low. A night in one of Mazatlán's two hotels costs the U.S. equivalent of 75¢. A fishing boat, complete with bait, tackle

and a four-man crew, costs only \$3.49 per hour.

Recently LIFE Photographer Peter Stackpole went down to Mazatlán to spend a fishing weekend with a dozen businessmen from California. In the three fin-filled days that followed, a few of the whoppers got away. But when the weary and sunburned fishermen boarded their plane for the six-hour flight back home, they had an abundance of fish-story material. Their total catch: 24 sailfish and one marlin, almost all of them weighing well over 100 pounds.



AFTER HALF-HOUR BATTLE, a 6-foot-long, 125-pound sailfish is dragged aboard leaning boat by crew and excited fishermen. The owner of the boat, a San

Francisco-born Mexican named Luis Patron, has only five boats in his fleet. But business in Mazatlán has been so good he intends to increase fleet next year to 10.

PLAY SAFE

Who gets the black eye? The unprotected player.

Which engine takes a costly beating? The engine without an efficient oil filter.

Play safe! "Dirt-Proof" your engine oil with an AC Oil Filter or Element.

Dirty oil clogs piston rings and valves—wastes fuel and oil—wears out moving parts.

And dirt gets in your oil every mile you drive—so you can't keep it out by merely changing oil.

You can get "Dirt-Proof" protection from any AC dealer who displays the picture below—a better AC Element for your present filter—an efficient AC Oil Filter if you have none.

See him today—and "Dirt-Proof" your engine oil.



Dirt-Proof

YOUR ENGINE OIL



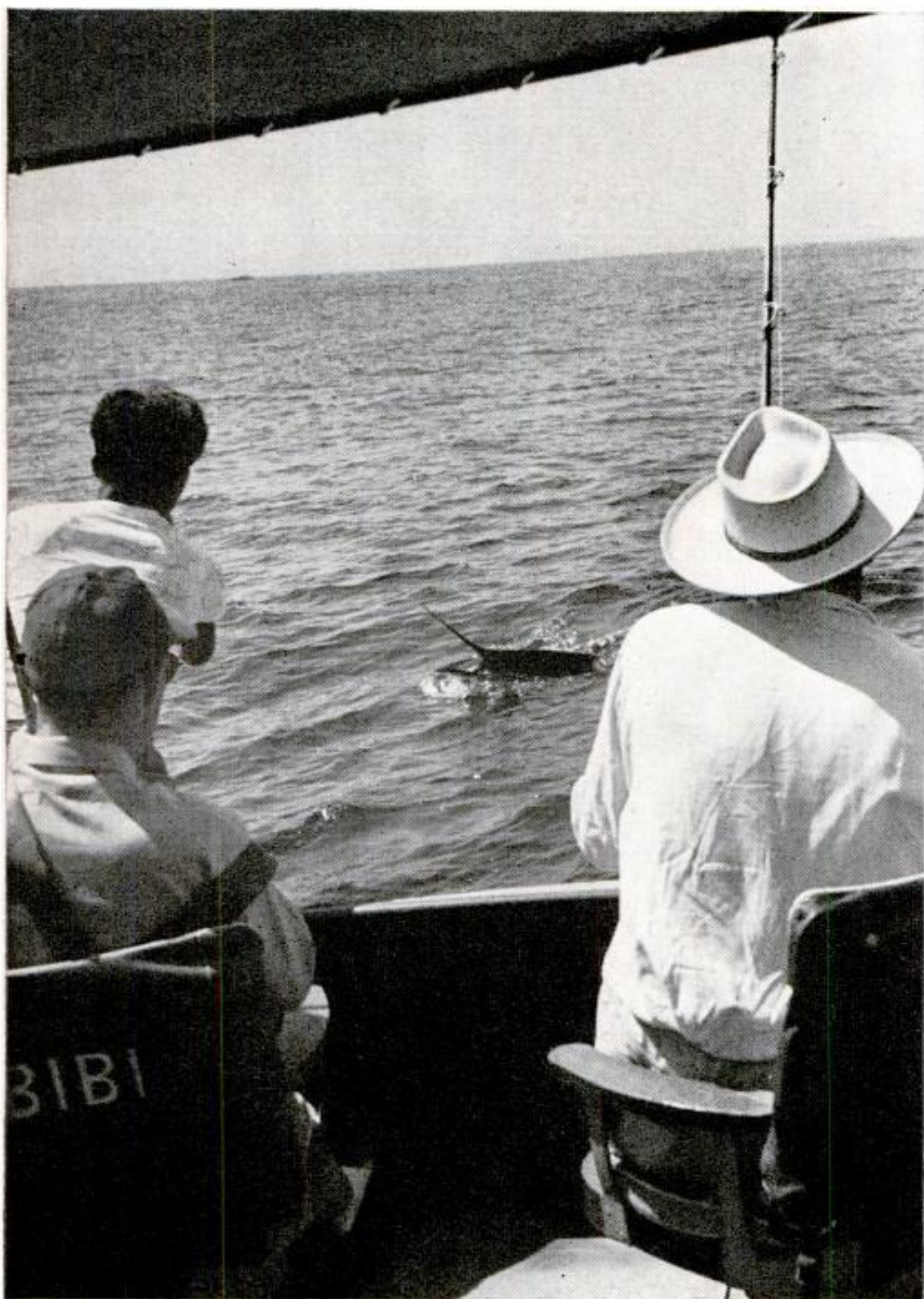
AC
SPARK
PLUGS



AC
FUEL
PUMPS

preferred on millions of vehicles

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



WEARY FISH is brought close to boat as crew member prepares to help land it. During the hour-long struggle sailfish took bait of both fishermen in picture.



BEATEN FISH is pulled quickly aboard the boat by gloved crew member. After this he will then stun it by hitting it on the head with a heavy iron pipe.

CONTINUED ON NEXT PAGE

*Are they
really
good?*



"You
can
bet
they
are,"
says
HUGH
BLINE,
your
Barman
in a
Bottle!



■ Gentlemen, scholars and judges of fine liquor agree that ready-mixed Heublein cocktails are, to be quick about it, *perfect!* Finest quality, masterful blending, and the thorough inter-marriage of ingredients make them *really* smooth. Get the Heublein habit. Serve better cocktails—with less work.

Eight kinds, including:

MANHATTANS, 65 proof
EXTRA DRY MARTINIS, 65 proof
OLD FASHIONED, 70 proof
GIBSON, very, very dry Martini, 75 proof

G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S
Club
COCKTAILS



**Your shoe repairer
and**

CAT'S PAW

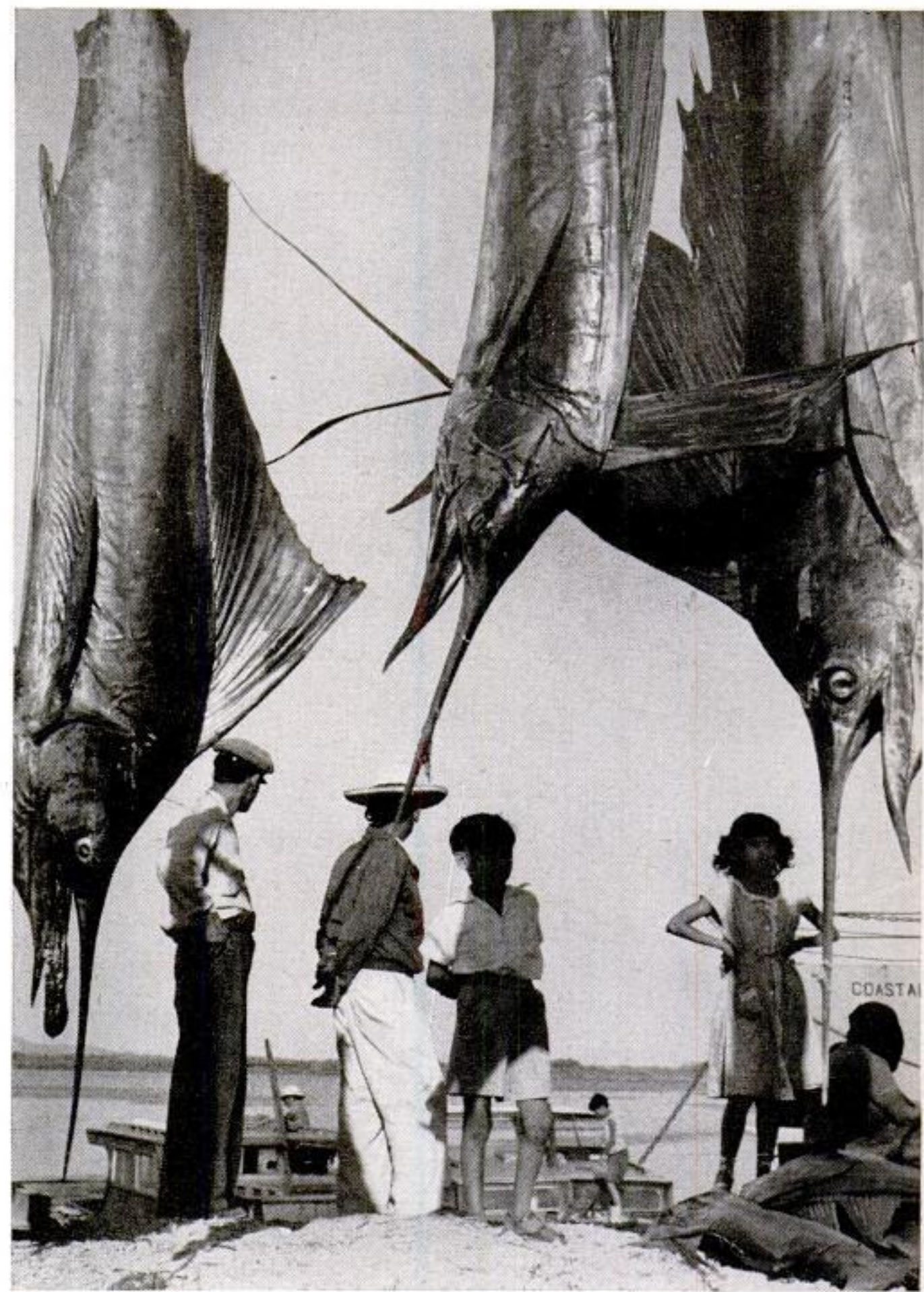
non-slip Rubber Heels & Soles

Shake hands with this great money-saving pair: Your shoe repairer with his ultra-workmanship — and famous CAT'S PAW rubber heels and soles with their 9 lives of wear, 9 lives of comfort and 9 lives of non-slip protection! Don't accept substitutes . . . insist on genuine CAT'S PAW, the original non-slip, twin-grip rubber heels and soles! See your Cat's Paw shoe service man right now!

Cat's Paw Rubber Co., Inc., Baltimore 30, Md.



Also makers of CAT-TEX, the "sole" of economy.



THE CATCH is strung up near the dock for the inevitable trophy picture. The three-day haul of California fishermen weighed more than 2,500 pounds.



FISH DINNER is dragged off by two native boys. Because there is no way to ship fish home and no taxidermist in Mazatlán, fishermen give away catch.

"I'm from Milwaukee, I ought to know..."

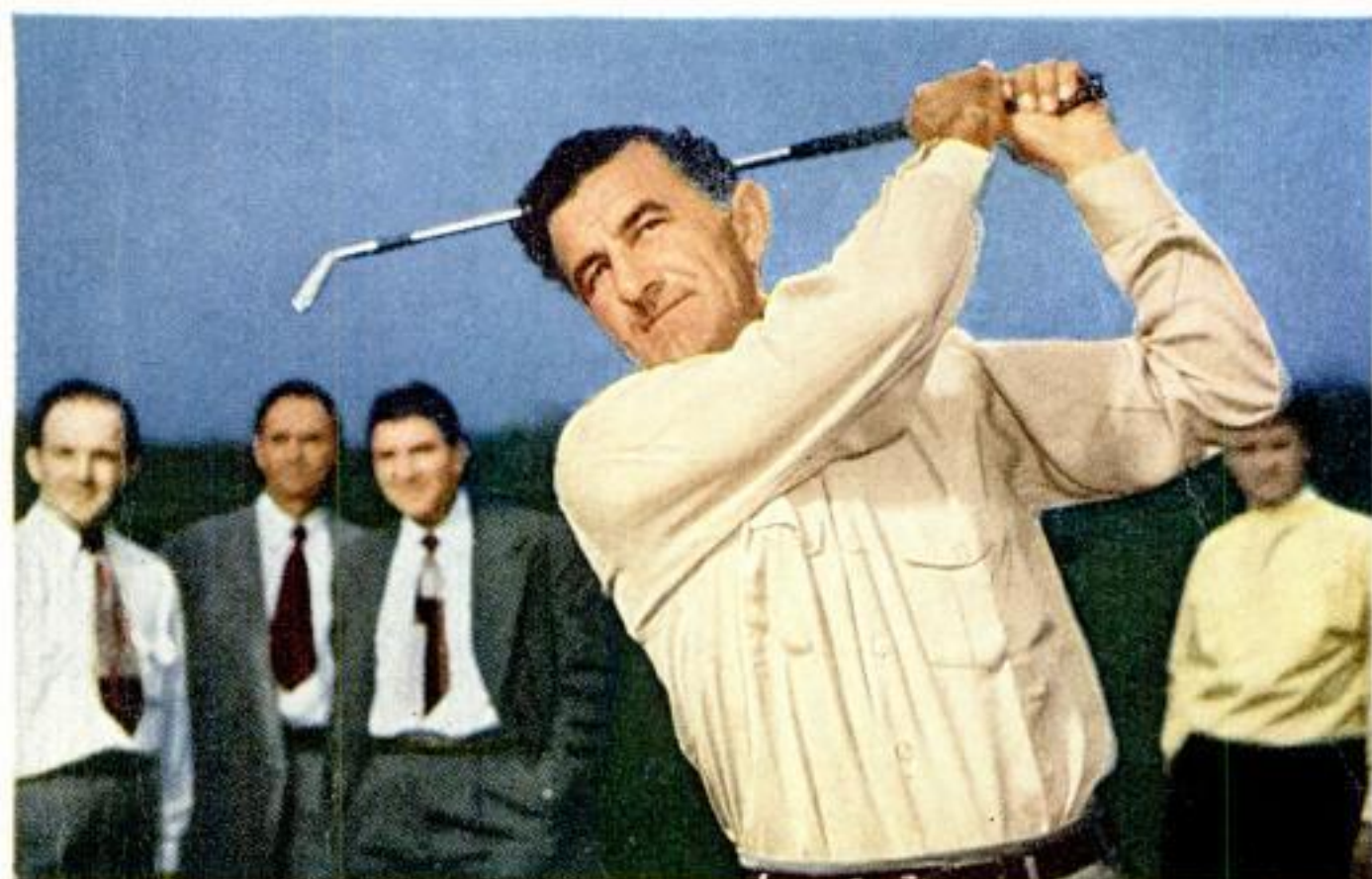
*Blatz is Milwaukee's
Finest Beer!"*

says *Johnny Revolta*
former Professional Golfers' Association Champion
and member of the Ryder Cup Team

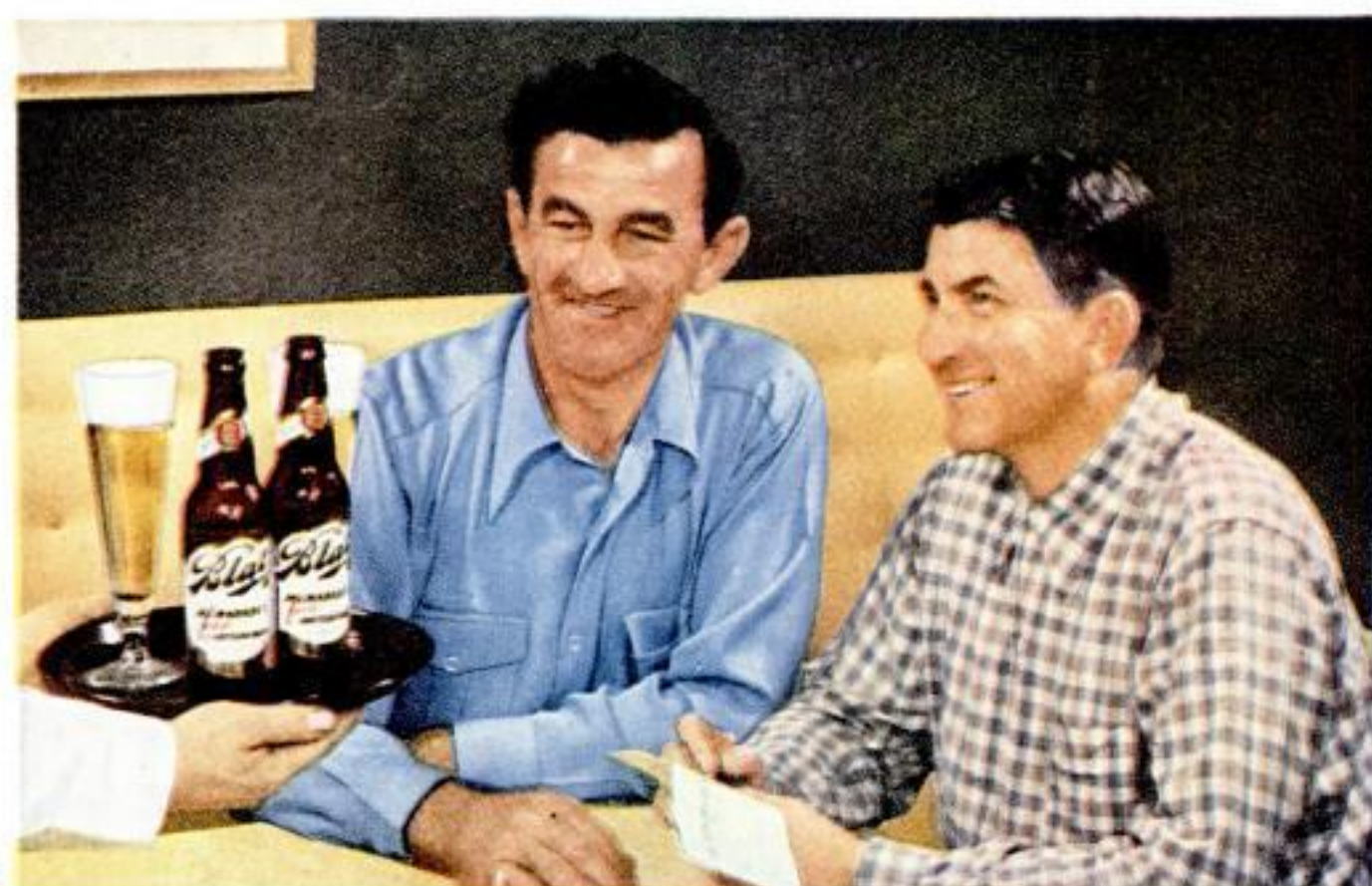
• "I learned to play golf in my hometown of Milwaukee," says Johnny Revolta. "And I also learned plenty about fine beer in Milwaukee. There I had my pick of America's best premium beers and, like most Milwaukeeans, I say Blatz is Milwaukee's finest beer!"

Yes — official figures show Blatz is the largest-selling beer in Milwaukee and in all Wisconsin, too.

Try Blatz beer, today!



As head pro at the Tripoli Golf Club in Milwaukee, Johnny brought his great game to its peak. He capped a series of dramatic wins in major competitions with a victory in the gruelling P.G.A. — toughest golf tournament in the world!



Take a tip from Johnny Revolta! Ask for Blatz at the "nineteenth hole"...or at your favorite club, tavern, restaurant, package store or grocer's.

**Blatz is Milwaukee's
First Bottled Beer!**

© 1950, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

How *Mild* can a cigarette be?

Smoke *CAMELS* and see!

“How mild? My woman’s instinct told me I couldn’t answer that question in a hurry. I took my time and made what I felt was the *sensible* cigarette test... the Camel 30-Day Mildness Test!

“It was fun—and *convincing*! I didn’t have to decide on just one puff—a single inhale and a quick exhale. I smoked Camels regularly for 30 days.

“My own ‘T-Zone’ gave me the answer. With each pack, each day, I learned how good tasting Camels are. And now I *know* how mild a cigarette can be!

“Being on television, I have to think of my voice. Cool, mild **CAMELS** are my cigarette. They suit my throat and taste to a ‘T.’”

Kyle MacDonnell
STAR OF TELEVISION

MEET “MISS VIDEO”... Kyle MacDonnell is a television favorite—she sings and acts for scores of guest appearances on the big-time telecasts of the country. Once a much-photographed “cover girl” who brought her singing talents to Broadway, Kyle’s smile is familiar to millions.

According to a Nationwide survey:

More Doctors Smoke *Camels* than any other cigarette

When 113,597 doctors from coast to coast—in every field of medicine—were asked by three leading research organizations to name the cigarette they smoked, more doctors named Camel than any other brand!



Make your own Camel
30-Day MILDNESS Test
in your “T-Zone”
(T for Throat, T for Taste)

R. J. Reynolds Tobacco Co.,
Winston-Salem, N. C.